

Count On Us For Maternity Care.

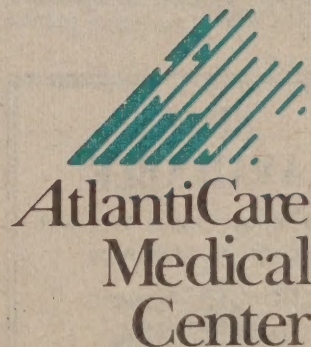


When you're having a baby, you're faced with many unknowns. Competent maternity care is one thing you'd like to take for granted. At Lynn Hospital, an AtlantiCare Medical Center, you can.

The Maternity Center at Lynn Hospital provides a family-oriented approach to the birthing process. We know your needs and wants are different from other expectant parents, so our approach allows for as much family participation in the preparation and birth of your baby as desired. Childbirth classes are offered on an on-going basis, and facilities include a home-like birthing room for those planning natural childbirth.

This year, 1,200 new lives will get started at Lynn Hospital. When it comes to caring, Lynn Hospital's Maternity Center delivers. For more information, call us at 596-2500.

We Earn Your Confidence.
Every Day.



Lynn Hospital • AtlantiCare Corporation • 212 Boston Street • Lynn, MA 01904 • (617) 598-5100

Lynn Hospital • AtlantiCare Corporation • 212 Boston Street • Lynn, MA 01904 • (617) 598-5100

Count On Us

Count On Us For Maternity Care.

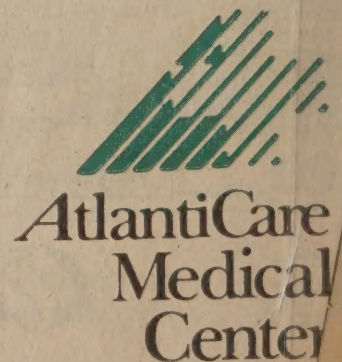


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Every Day.



AtlantiCare
Medical
Center

Lynn Hospital • AtlantiCare Corporation • 212 Boston Street • Lynn, MA 01904 • (617) 598-5100

ITEM 9.12.88

FILE SHEET PROTECTOR

Count On Us For Mental Health Services.



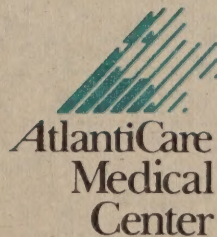
Good health means more than having a healthy body. It means being able to cope with the pressures of everyday life.

We all have troubles from time to time. For some, these problems are so extreme they require ongoing psychiatric help. For most of us, psychiatric services are needed only infrequently and briefly.

Union Hospital, an AtlantiCare Medical Center, has operated one of New England's most comprehensive psychiatric services since 1970. Its Greater Lynn Community Mental Health Center offers a full range of inpatient and outpatient services, helping an estimated 4,000 people every year.

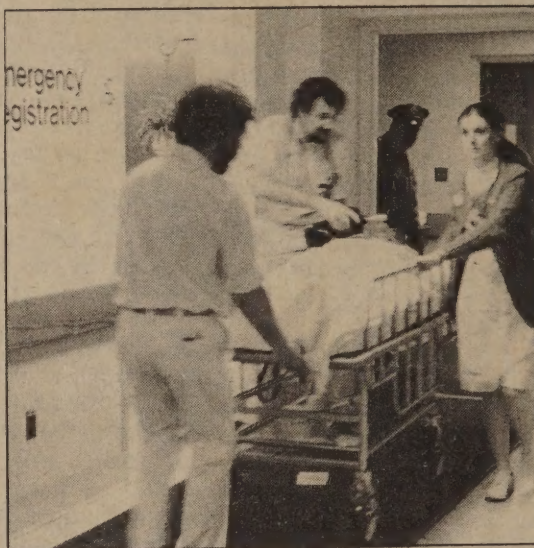
If you, or someone you care about has problems with depression, stress, relationships, alcohol or drugs, you can count on us for prompt, professional mental health services. For a free brochure, call us at 596-2500.

Count On Us For Life.



Lynn Hospital • Union Hospital • AtlantiCare Corporation • AtlantiCare Health Foundation
AtlantiCare Health Services • AtlantiCare Medical Treatment Centers

Count On Us In A Medical Emergency.

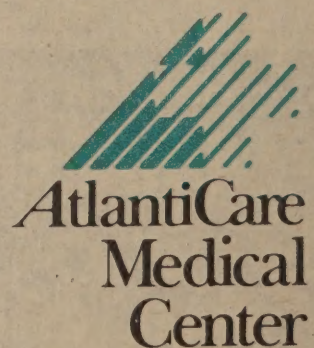


In an emergency, seconds count. Having the right person in the right place with the necessary equipment and knowledge can be the difference between life and death.

Lynn Hospital, an AtlantiCare Medical Center, will provide emergency care to over 35,000 of your friends and neighbors this year. As the regional Trauma Center, Lynn Hospital has the best facilities and staff available for treating a major trauma or emergency. It's that simple. At Lynn, our Trauma Teams stand ready to treat severe life-threatening cases, 24 hours a day, 365 days a year.

We hope you never need Lynn Hospital's Trauma Center. But if you do, count on us to be there. For a free Emergency Care Guide, call us at 596-2500.

We Earn Your Confidence.
Every Day.



Lynn Hospital • Union Hospital • AtlantiCare Corporation • 490 Lynnfield Street • Lynn, MA 01904

135 SUNDAY 8.18.85

Count On Us In A Medical Emergency.



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Count On Us For Life.



AtlantiCare Corporation • AtlantiCare Medical Centers • Lynn Hospital • Union Hospital
AtlantiCare Health Services • AtlantiCare Medical Treatment Centers • AtlantiCare Health Foundation

Count On Us For All Your Health Care Needs...



Finding the right place to go with your health problems can be scary and bewildering. It's hard to know, sometimes, where to turn.

You can turn to AtlantiCare. Built on the traditions and experience of Lynn and Union Hospitals, AtlantiCare provides the most comprehensive health services on the North Shore. If you need pediatric, maternity, mental health or emergency care, we've got it. If it's surgery, cardiology or intensive care you need... we've got that too.

In fact, more North Shore residents count on AtlantiCare than anyone else to meet their health needs. Last year alone, over 16,600 of your friends or neighbors were patients at Lynn or Union Hospitals, the AtlantiCare Medical Centers. Nearly 55,000 were cared for in our Emergency Departments and over 32,400 others were seen in one of our clinics.

This year we expect even more people will learn about the full range of services offered by AtlantiCare. If you'd like to be one of them, call us for information at 596-2500.

Count On Us For Life.



AtlantiCare

AtlantiCare Corporation • AtlantiCare Medical Centers • Lynn Hospital • Union Hospital
AtlantiCare Health Services • AtlantiCare Medical Treatment Centers • AtlantiCare Health Foundation

ITEM 4.25.85

Finding the right doctor is as easy as picking up the phone.

With Salem Hospital's Physician Finder, choosing the doctor who's right for you can be easier than you think.

The Dream Begins... a program for women in early pregnancy

The first three months of pregnancy are special times in a woman's life. Many changes occur. Important choices need to be considered. If you are expecting, Salem Hospital invites you to a series of three, free informative sessions with registered nurse educators, dietitians and maternity nurses.

□ They'll offer you suggestions on diet, exercise and lifestyle and help in dealing with the many different feelings experienced during early pregnancy.

□ Classes will be held at the Abbot Library, 235 Pleasant Street in Marblehead beginning Thursday, September 26, from 7:00 to 8:30 p.m. For more information, and to reserve your place for this very special series, call the Salem Hospital Community Health Line weekdays at 741-1288.

Salem Hospital

81 Highland Avenue, Salem, MA 01970



NEWS 9.13.85

"Caring Enough
to Lead."

81 Highland Avenue, Salem, MA 01970

NS SUNDAY 11.24.85

Finishing Touches



A finishing touch is the mark of quality. It's a natural part of the job when you care about the work you do. At AtlantiCare Medical Center, our commitment to high standards ensures you and your family that medical expertise, sophisticated technology, and warm, personal care will always be close to home.

We understand your health care needs, because our staff takes the time to listen. For us, the little things are a big part of the care we provide. Our finishing touches include follow-up calls to check on our same-day surgery patients, educational newsletters for our expectant families, and personal instruction for our recovering cardiac patients to help them restore strength and productivity.

A goodbye hug can make you feel just as special. At AtlantiCare Medical Center, we pay attention to those personal details, because quality health care requires that extra effort.



The strengths of our past meet the demands of the future.

212 Boston Street

500 Lynnfield Street

Lynn, MA 01904

A Suite Recovery



At AtlantiCare Medical Center, our outpatient surgical suite has been designed especially to make your stay with us a pleasant one—before you return, hours later, to the comforts of home.

With medical advances in surgical procedures and equipment, we've introduced Surgi 1, because we know that same day surgery has become an integral part of modern health care delivery.

Surgi 1 combines the convenience of same day surgery with the technological resources and back-up of a full-service health care institution.

At AtlantiCare Medical Center, whether you have questions about pre-operative instructions or you need assistance with post-surgical care, our staff provides the personal attention you need to feel good about your one-day surgical experience.

For more information about Surgi 1 at AtlantiCare Medical Center, ask your physician. Or call us at 581-9200, extension 3950.



The strengths of our past meet the demands of the future.

500 Lynnfield Street, Lynn, MA 01904



- Poison Control Information
- Cancer Information
- Diabetic Information
- Pulmonary Information
- Ambulance Inspection
- Refreshments

HOUSE and there will be information on all of our ATLANTICARE services available.

Our Emergency Room staff will be demonstrating the life saving emergency treatment procedures that our communities have come to depend on. Also for your health and information we will be offering free blood pressure screenings to the general public.

- Information about
AtlantiCare Services
- Free Tote Bags,
Balloons and Emergency
Phone Stickers



- Free Film on CPR
running continuously
- Medical Procedure
Demonstrations
- Blood Pressure Screenings

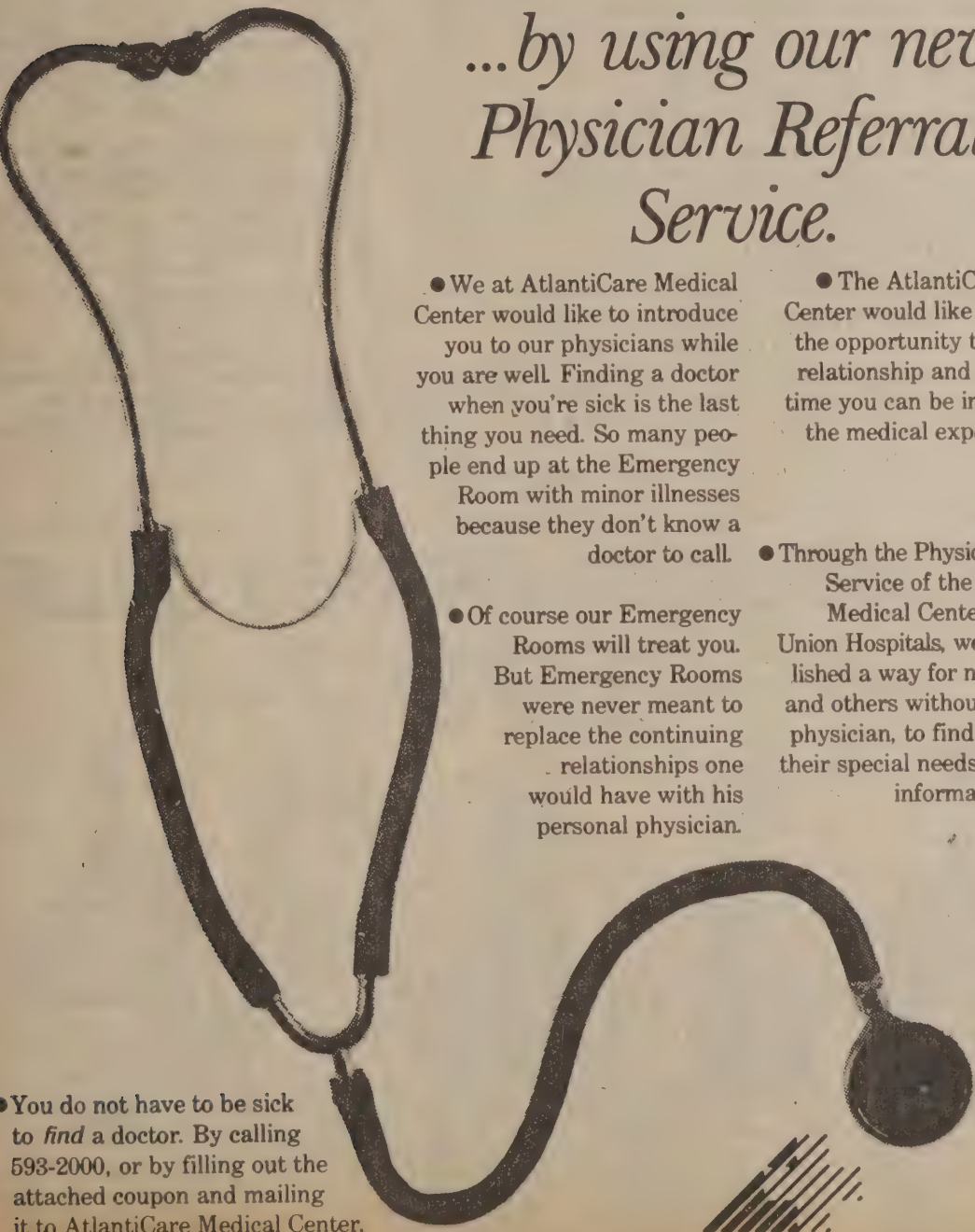
Union Hospital

AN ATLANTICARE MEDICAL CENTER

500 Lynnfield Street ● Lynn, Massachusetts 01904 ● 617-581-9200

Connect with the Connect with the right Doctor before you really need to...

*...by using our new
Physician Referral
Service.*



- We at AtlantiCare Medical Center would like to introduce you to our physicians while you are well. Finding a doctor when you're sick is the last thing you need. So many people end up at the Emergency Room with minor illnesses because they don't know a doctor to call.

- Of course our Emergency Rooms will treat you. But Emergency Rooms were never meant to replace the continuing relationships one would have with his personal physician.

- The AtlantiCare Medical Center would like to offer you the opportunity to begin this relationship and at the same time you can be introduced to the medical expertise of our staff.

- Through the Physician Referral Service of the AtlantiCare Medical Center, Lynn and Union Hospitals, we have established a way for new residents and others without a personal physician, to find a doctor for their special needs, as a public information service.

- You do not have to be sick to find a doctor. By calling 593-2000, or by filling out the attached coupon and mailing it to AtlantiCare Medical Center, 490 Lynnfield Street, Lynn, Massachusetts 01904, we will send you a list of physicians in the specialties


AtlantiCare
MEDICAL CENTER

Introducing your Medical Center: Continuing a tradition

It takes approximately 2,000 skilled AtlantiCare Medical employees to provide superior health care to our community.

At home, our employees are your friends and neighbors. At work they specialize in more than 60 skills, as diverse as audiologist, bookkeeper, nurse, radiologic technologist, messenger, ultrasonog-

rapher, dietitian, nuclear medicine technologist, linen room aide, occupational therapist, painter, nursing assistant and phlebotomist.

Our employees work hard to stay on the leading edge of the skills needed for patient care. The Medical Center provides advancement opportunities on every level, including basic adult edu-

cation, training and development for supervisors and managers, mental health training institutes and accredited continuing education for nurses.

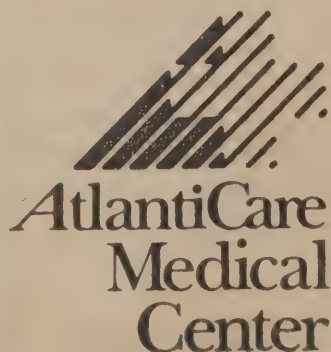
Our skilled employees

AtlantiCare Medical Center also maintains employee training affiliations with 11 colleges, including Simmons, Northeastern, Tufts University, Boston University, Salem State College and the Massachusetts

College of Pharmacy.

Our employees have a combined total of 15,973 years of experience in health care.

We thought you would like to know how many people are working hard every day to protect your family's health...the employees of AtlantiCare Medical Center.



Introducing your Medical Center: Continuing a tradition

Our medical staff is made up of almost 300 doctors providing for your care in every category and specialty of medicine, from the newborn to the elderly and every health concern in between.

The majority of our doctors have received advanced training in their specialties and have earned Board certification in all areas of medicine.

AtlantiCare Medical Center physicians care for nearly all of the medical needs of our community every day, without patients having to leave the city.

Recognized as experts in their fields, our doctors provide clinical training in surgery, cardiology, orthopedics, and family medicine for renowned schools

of medicine including Harvard, Tufts, and The University of Massachusetts.

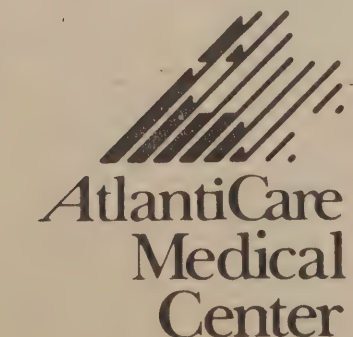
Doctors who care for you at AtlantiCare also are clinical faculty for Bos-

ton-area medical schools and serve as consultants to both North Shore hospitals and Boston teaching hospitals.

Who are our doctors?

People who are your friends and

neighbors, men and women just like others who volunteer their time to serve neighborhoods, schools, children and charities. They are a team of 250 dedicated professionals all working together at AtlantiCare to protect your health and to assure that quality medical care is available.



Introducing your Medical Center: Continuing a tradition

The origin of AtlantiCare Medical Center began over 100 years ago with two community hospitals located six miles apart in the City of Lynn. Those years have shown solid growth with a constant eye to the future.

Incorporated on July 26, 1900 by a group of Greater Lynn doctors, Union Hospital opened its doors on September 19, 1901 with 20

beds in the Tapley Mansion on Linwood Road. After outgrowing its 1914 addition of 34 beds and 14 bassinets, it moved to its present address on Lynnfield Street in 1953, and grew to a 210 bed not-for-profit community hospital.

The history of Lynn Hospital is similar, beginning humbly as a 10-bed facility in the Hawthorne Mansion in 1880 through a Penny Drive Campaign spon-

sored by the Lynn Daily Item. It later grew to a 305-bed multi-building complex.

The roots of both hospitals reflect the commitment and support of the people of Lynn to provide every man, woman and child—regardless of race, color, creed or ability to pay—with quality inpatient, outpatient, medical, surgical, and psy-

chiatric healthcare services.

The commitment of AtlantiCare Medical Center is the same commitment on which both Lynn and Union Hospitals were founded. There is no doubt that the combined strengths of both Lynn institutions will bring to the people of Lynn a total community health care center—the result of over a century of dedication by thousands of caring individuals.

What are our roots?



Devoted To Women

At AtlantiCare, we're developing the first package of medical and health care programs on the North Shore to be devoted exclusively to women.

Since we're focusing on the medical, fitness and lifestyle needs women have, we can design health services that are specialized—and we can offer them with the confidence, understanding and flexibility that women deserve.

Our combined programs and services will provide truly comprehensive care, ranging from obstetrics and gynecology to cosmetic surgery, from diagnostic testing to preventive care.

The Women's Health Center of the North Shore is coming to AtlantiCare Medical Center.

If you're a woman,
we're creating it for you.

*The Women's Health Center
of the North Shore*



HUNT AT LIBERTY...

... The Only Hospital Walk-In Medical Center

Summer is here... that time
of year for sunburn, insect bites,
poison ivy and all those minor injuries
from summer recreational activities.

The Hunt Medi-Center can care for
any problems arising from these activities.

We are open from 8 am to 8 pm
Monday through Saturday, and
noon to 6 pm on Sunday.

Call 774-6006 or walk right in.

Special
FREE Eye Screening
4 to 6 year olds
August 15, 1985
10 am to 2 pm
Call for an appointment

THE • HUNT • HOSPITAL
MEDI •  • CENTER

140 Commonwealth Ave., Danvers, MA 01923 (617) 774-6006

News 8.7.85


LADY GODIVA



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cranberry quilters



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- Unique Clothing
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- Classes

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Designed for You by You

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Complete Foreign Car Service

Including: Injection Service,
Scheduled Service, Personal
Service with Trust.

69 Storey Ave.
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Newburyport, MA.
465-0609

MEGABUCKS WINNERS

"An outlet gets 5 percent of every sale, and 1 percent of Megabucks wins up to a ceiling of \$15,000," he explains.

Bruni, who's sold lottery tickets for about ten years, says most people are fairly conservative in their approach to the games. "Quite a few people buy two or three or five tickets at a time, but most just buy one, and play the same number every week. Once in a while somebody will go crazy and buy twenty-five tickets at one crack, but that's pretty rare," he says.

Bruni says people love to use birthdays and anniversaries to develop a sentimental approach to picking their numbers, but he advocates selecting higher numbers, in the thirties, if you want to make sure you don't have to share the winning jackpot.

"Not many people pick numbers higher than thirty-one because that's as high as the dates in a month go, but the Megabucks game goes up to thirty-six. I play the high numbers. But then again, I've never won," he says of his theory.

"I think the Lottery's a good thing because it gives people a little fun in their lives, but the biggest winners are the state and federal government. They win every week."

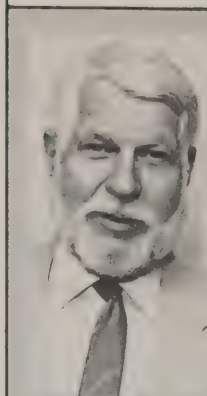
And indeed they—and we—do, which is the rationale for making state employees authorized betting agents in the first place. Although Megabucks gets the most media attention now, it's a relatively new wrinkle in the game. The legislature created a simple lottery on 27 September 1971 as a way of squeezing out extra revenue for cities and towns, and the official Lottery Commission took its place as a branch of the state treasury in that year.

The idea began modestly, with a 50-cent weekly game that first attracted bettors in 1972. Pretty soon officials at Lottery headquarters realized they had a winning concept on their hands, and they developed a series of "overlay games" that cost \$1 and were based on the weekly drawings.

Success bred further success, and in May of 1974 the popularity of the Instant Game pioneered innovations in other state lotteries around the country. The inventive rub-off ticket with the prize structure instantly redeemable right at the ticket outlet paved the way for a whole new dimension in legalized betting in Massachusetts and a host of other states. Game creators went wild with all sorts of special jackpots to keep the folks playing, like Christmas "Holiday Bonus" and "Holiday Jackpot" schemes and "Solid Gold," featuring a top prize of 100 pounds of real gold. They were all variations on the instant payoff idea.

Fourteen years ago, the state legalized old-fashioned church basement Bingo games and created Beano, which crept under the Lottery Commission umbrella in 1973. Now the central Lottery command supervises and controls 900 Beano

THE • HUNT • HOSPITAL



Hart Achenbach, M.D.

66 Lindall Street
Danvers
774-8433

General Surgery

Dr. Achenbach enjoys traveling & teaching surgical techniques to physicians worldwide. He is interested in photography & sailing.



Thomas J. McLaughlin, M.D.

140 Commonwealth Ave., Danvers
777-3877

Pediatrics

Dr. McLaughlin lives with his wife and 3 children in Danvers and enjoys gardening, tropical fish and stamp collecting.

75 Lindall St., Danvers, MA • 774-4400

STOVES

Save Money & Conserve Energy

With Winter only a few months away

NOW

is the time to buy a Stove or Fireplace Insert

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Fireplace Inserts
Insulated Metal Chimneys
Kero Sun Heaters
Chimney Liners
Stove Accessories

Faulk Bros.

"One Stop Stove Shop"

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CHIMNEY CLEANING

Whittemore St., Gloucester, Mass.

283-1771

PML

OUT-PATIENTS HAVE A SPECIAL INN WITH US.



Out-patient surgery always had one big advantage. You got to go home. Today the big news is... you get to stay! With Salem Hospital's Special Guest Program.

It's a pretty wonderful option when you think about it. After being an out-patient in our Surgi-Center™ you'll have time to relax and recover—without the hassles of arranging transportation or fixing meals when you get home.

And that's especially inviting if you live alone.

And while the Special Guest Program does *not* include medical or nursing care, it does include a very special kind of post-surgical treatment. "The royal treatment." Comfortable semi-private rooms are offered at reasonable rates, with television, telephone, specially selected meals, and the added comfort of knowing that Salem Hospital professionals are there if you need them.

The next time you're scheduling out-patient surgery, please remember—if you can't stay with family afterwards, you can always stay with "a friend," Salem Hospital. We believe in true hospital-ity. For more information, call 741-1200.



**Salem
Hospital**

50 Highland Avenue, Salem, MA 01970



If you're worried, that's emergency enough.

It's not a bad pain. Just a strange sensation at 3:00 am. It's not a high fever. Just a clue that something's not right. It's just a cut. Just a cough. Just a sprain. But it's just enough to really worry you. At Salem Hospital, that's emergency enough for us.

As the North Shore's leading medical center and experts in handling major emergencies, we know that minor health concerns can be just as alarming. That's why we're here for you 24 hours a day, seven days a week. For more than just emergencies or serious illness. As an all-purpose medical facility, we're equipped to handle all your medical needs with the same expertise, immediacy and caring an emergency requires, as only a hospital can. For the same price you'd pay at smaller, less comprehensive walk-in clinics. And if, in fact, something is seriously the matter, you simply couldn't be in better hands. You'll have the full resources of Salem Hospital—skilled specialists and top-notch facilities—right there if you need them.

Isn't it reassuring to know that it doesn't take an emergency to get immediate expert care? If you're worried, we're here for you. It's that simple.



**Salem Hospital
Emergency Department**

81 Highland Ave.,
Salem, MA 01970 741-1200

Allow 36-40 weeks for delivery.



Babies, like most precious gifts in life, take their own sweet time to arrive. But there's so much you can do as an expectant mother to prepare yourself for the big event.

Start with our early pregnancy classes ranging from nutrition to exercise. We've developed special programs to help you have a more comfortable pregnancy and a more relaxed delivery. Birthing classes that enable you and your partner to experience the birth of your child together if you choose. We offer a variety of childbirth options in modern, comfortable surroundings. There are even discussion groups to share with other new parents. And most important, there's the support of the North Shore's most experienced obstetrics team for whatever kind of delivery you choose.

Call us as soon as you hear the good news and we'll help you plan for the baby of your dreams.



**Salem
Hospital**

81 Highland Ave., Salem, MA 741-1200

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teams.

al
1200



Make us your first stop on Halloween.

Before you visit your other neighbors on Halloween night, come to Salem Hospital.

Drop by the front desk of our main reception area between October 21st and 31st. We'll give you a list of safety tips that will protect your children from the scarier side of Halloween. And we'll provide you with a treat bag to make bringing home the goodies a little easier.

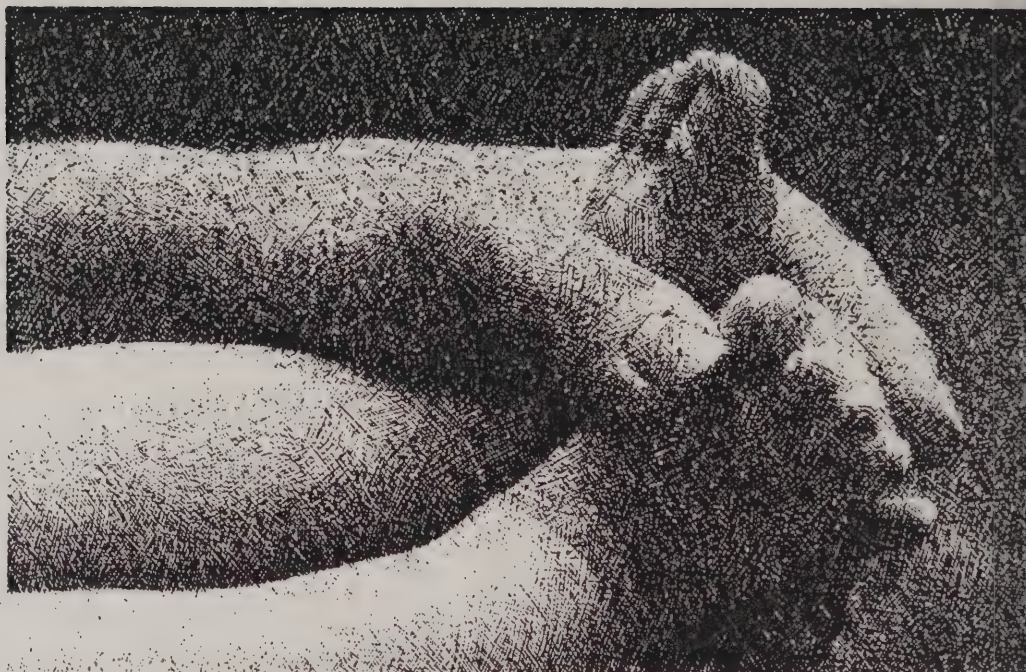
We'd like to help you plan a safe holiday that will let your children enjoy the spirit of the season.



**Salem
Hospital**
"Caring Enough
to Lead."

81 Highland Avenue, Salem, MA 01970





**Where love and skill work together,
expect a masterpiece.**

One of a kind. Exquisitely proportioned. Beautiful beyond words.

In over a century since the first baby was born at Salem Hospital, one of our proudest achievements has been to give a woman wonderful new opportunities to welcome her child into the world. To help her experience a safe, comfortable childbirth she can share with her entire family, as she wishes.

Our work begins with the finest prenatal care. Guidance on special nutrition and exercise. Family classes. Personal birth coaching. And the support of the entire obstetrics team for the kind of delivery a woman chooses.

It's because every mother has a *right* to expect a beautiful, healthy baby, that we provide so many extra services every step of the way. And because every infant, no matter where he or she is born, may need extra special attention, we've established a Special Care Nursery that now serves the entire North Shore. It's because we believe a beautiful, healthy baby is *our* labor of love, too.

That's why so many magnificent creations are born every day here at Salem Hospital.



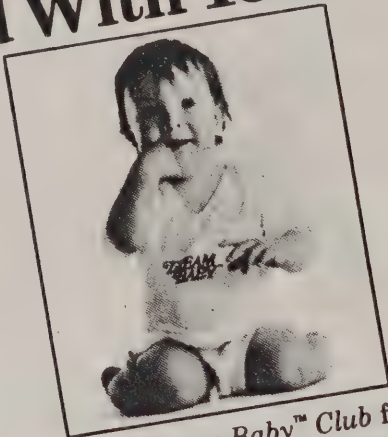
**Salem
Hospital**

**"Caring Enough
to Lead."**

81 Highland Avenue, Salem, MA 01970 (617) 741-1200



Our Membership Director Would Like a Word With You.



Announcing the *Dream Baby™ Club* from Salem Hospital. An exclusive program for expectant parents. Membership is absolutely free and offers some special opportunities.

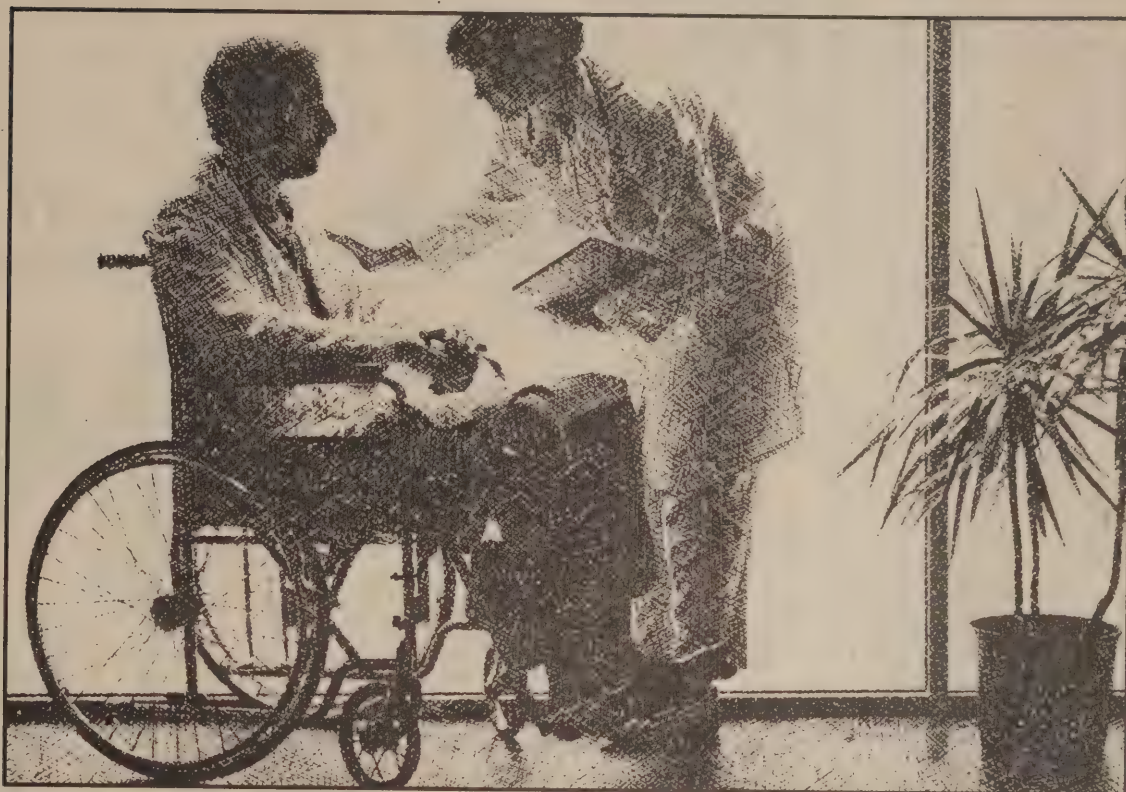
There are monthly educational and social events with helpful tips on preparing for the baby of your dreams. A support group of expectant parents. An informative newsletter, and the *Dream Baby Arrival Survival Kit* with coupons for gifts and discounts from area merchants. Best of all, the *Dream Baby Club* keeps you in touch with the North Shore's most experienced obstetrics team. Available to offer support and advice during those all-important months before, and after you bring your baby home.

We'd like to invite you to the next *Dream Baby Club* presentation. At no obligation. Just call us at **741-1200, Ext. 2010**. Or write for our free *Dream Baby* program book. Let's talk baby-talk.

**DREAM
BABY™ Club**

Salem Hospital
81 Highland Avenue, Salem, MA 01970
Tel. 741-1200, Extension 2010





Knowing we're here for you.

At Salem Hospital, we know that not every patient requires our sophisticated life-support care or even needs to be admitted to the hospital for treatment. That's why we've taken major steps in recent years to expand our emergency, walk-in and outpatient services. It's all part of our carefully planned approach to lowering the cost of health care while assuring our total readiness to meet your needs and those of your loved ones.

Whether you need a doctor to save your life, or to tell you that your heartburn isn't a heart attack, we'll be here.

At the heart of every program at Salem Hospital is our proven reputation for quality and personal service no matter how simple or how serious the illness or injury. We're proud of the fact that people have relied on us as their major health care resource for over 110 years. Because at Salem Hospital, we treat every one of life's "little emergencies" as the most important case of the day.

Being here for you is part of what makes Salem Hospital the North Shore's most respected medical center. 24 hours a day.



Salem Hospital

"Caring Enough
to Lead."

*Times
9.10.85*

81 Highland Avenue, Salem, MA 01970 (617) 741-1200.

The Dream Begins... a program for women in early pregnancy

The first three months of pregnancy are special times in a woman's life. Many changes occur. Important choices need to be considered. If you are expecting, Salem Hospital invites you to a series of three, free informative sessions with registered nurse educators, dietitians and maternity nurses.

□ They'll offer you suggestions on diet, exercise and lifestyle and help in dealing with the many different feelings experienced during early pregnancy.

□ Classes will be held at the Abbot Library, 235 Pleasant Street in Marblehead beginning Thursday, September 26, from 7:00 to 8:30 p.m. For more information, and to reserve your place for this very special series, call the Salem Hospital Community Health Line weekdays at 741-1288.

**Salem
Hospital**

81 Highland Avenue, Salem, MA 01970



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Making A Breath Shouldn't Be Taken For Granted

The Dream Begins... a program for women in early pregnancy

The first three months of pregnancy are special times in a woman's life. Many changes occur. Important choices need to be considered. If you are expecting, Salem Hospital invites you to a series of three, free informative sessions with registered nurse educators, dietitians and maternity nurses.

□ They'll offer you suggestions on diet, exercise and lifestyle and help in dealing with the many different feelings experienced during early pregnancy.

□ Classes will be held at the Abbot Library, 235 Pleasant Street in Marblehead beginning Thursday, September 26, from 7:00 to 8:30 p.m. For more information, and to reserve your place for this very special series, call the Salem Hospital Community Health Line weekdays at 741-1288.

**Salem
Hospital**



NO. SUNDAY
9.15.85

Good Health is worth more than the time it takes

Salem Hospital, the North Shore's leading medical center, wants to help you take charge of your life. Our new monthly cable TV series, "Feelin' Fine," will give you a lot of useful health and lifestyle information in just 30 minutes. But you can put it to work for the rest of your life.

Tuesday, May 21 on these cable channels

Warner-Amex Cable TV serving Salem-Lynn-Swampscott	Channel 13	8:30pm
Adams-Russell Cable Services serving Peabody & Lynnfield	Channel 16	7:30pm
Continental Cable serving Beverly-Hamilton-Wenham	Channel 6	7:30pm
New England Cablevision serving Essex-Rockport-Gloucester and Manchester	Channel 12	7:30pm

Feelin' Fine

Salem Hospital Television Magazine



m Begins... 1 for women

Early pregnancy

The first three months of pregnancy are special times in a woman's life. Many changes occur. Important choices need to be considered. If you are expecting, Salem Hospital invites you to a series of three, free informative sessions with registered nurse educators and maternity nurses. □ They'll offer you suggestions on diet, exercise and lifestyle and help in dealing with the many different feelings experienced during early pregnancy. □ For more information, and to reserve your place for this very special series, call the Salem Hospital Community Health Line weekdays at 741-1288.

Salem Hospital

81 Highland Avenue, Salem, MA 01970



Treat Yourself In '85

Weight Control

Private Nutrition Counseling Session followed by six instructional, informative classes. Wednesday evenings, September 25, October 16, 23, 30, November 6, 13, 20. 7:00—8:30 p.m. In order to schedule private sessions registration is requested by October 14. A fee is charged.

Salem Hospital
For further information

Salem Hospital
81 Highland Avenue, Salem, Massachusetts 01970

SALM

Treat Yourself Well In '85

B&V TIMES 9.8.85

Treat Yourself Well In '85

Weight Control

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Salem Hospital Health Promotion Programs.
For further information call 741-1288 weekdays.

Salem Hospital
81 Highland Avenue, Salem, Massachusetts 01970

Salem Hospital

81 Highland Avenue, Salem, Massachusetts 01970

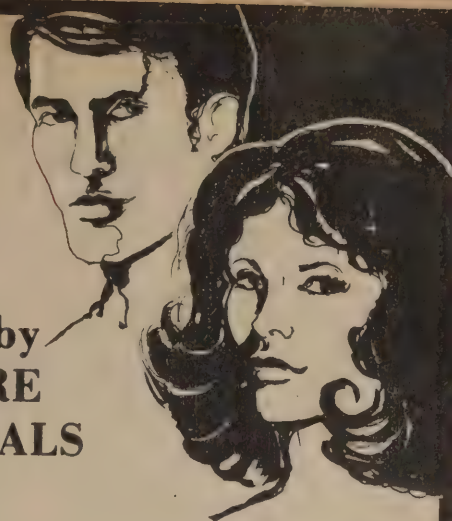


NEWS 9.13.85

71

News 2.8.84

FINALLY... a weight loss program run by HEALTH CARE PROFESSIONALS



Salem Hospital is offering a unique plan for weight control, designed with each individual to provide a way to both lose and keep extra weight off.

The program offers:

- Individual counseling and regular follow-up with registered dietitian.
- No pre-packaged or standardized diet plans or food.
- Personalized attention and care.

For more information, please call:

NUTRITIONAL COUNSELING SERVICES
SALEM HOSPITAL 741-1200 EXT. 2399

NUTRITION FOR HEALTH

A long awaited nutrition counseling service for people with:

- Diabetes
- Hypertension
- Weight Reduction
- Nutrition Education During Pregnancy & Weight Control Monitoring
- Any other Medical-Nutrition Related Problem

Resolve to take
better care of
yourself in '85

Services provided by Claudette M. Novak, R.D.*

*Registered Dietician — Your Assurance of a Professional Approach to Nutritional Counseling.

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Newburyport, MA 01950
617-462-7017

29 Poplar Street
Danvers, MA 01923
617-777-7027

the Holidays fit expectations?



not, try our weight loss
exercise program on for size.
ored by Beverly Hospital's

Nutrition & Fitness Center

Week courses beginning soon
escent and adult groups
ning, after school and evening hours
lucted by health professionals

Call 922-3000, Ext. 3438

MS WEEKLY 11.20.84

PERMANENT WEIGHT LOSS!

Beverly Hospital's Nutrition & Fitness Center knows how hard it is to take off and keep off excess weight.

That's why we've designed a custom-tailored, permanent weight loss program geared to your individual needs and lifestyle. Come in for an introductory session with hospital professionals and learn how our program can work for you. Six week class begins September 9. Attendance is limited, so phone 922-3000 now for a no-obligation appointment. Take the permanent program.

Nutrition & Fitness Center
at
BEVERLY HOSPITAL

News 8-21-85

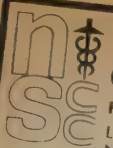
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Nutrition & Fitness Center
AT
BEVERLY HOSPITAL

Beverly News 8-21-85



NORTH SHORE COMPREHENSIVE CARE, P.C.

PEDIATRICS

Lawrence J. Essember, M.D.
Nathan H. Fearer, M.D.
Peter H. Short, M.D.

PULMONARY AND INTERNAL MEDICINE

Robert D. Tufts, Jr., M.D.

INTERNAL MEDICINE

Frank S. Carbone, Jr., M.D.
James H. Clifford, M.D.
David C. Dobson, M.D.
B. Geoffrey Piken, M.D.



WE TAKE PLEASURE IN ANNOUNCING
AMY B. FITZPATRICK, M.D.

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MEDICAL CARE FOR ADULTS AND CHILDREN—
HAS JOINED OUR PRACTICE
WITH OFFICES IN OUR
DANVERS AND PEABODY LOCATIONS
APPOINTMENTS MAY BE SCHEDULED BY CALLING 774-0730

Participating Group
MULTIGROUP
HEALTH PLANS

2 Orchard Lane, Danvers Medical Building, Danvers, MA 01923
Telephone 774-0730
31 Centennial Drive, Centennial Health Center, Peabody, MA 01960
Telephone 532-5400

LYNCO/W. PEAB 10.10.85



NORTH SHORE COMPREHENSIVE CARE, P.C.

PEDIATRICS

Lawrence J. Essember, M.D.
Nathan H. Fearer, M.D.
Peter H. Short, M.D.

PULMONARY AND INTERNAL MEDICINE

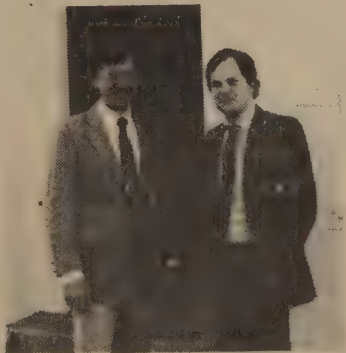
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FAMILY MEDICINE

Amy B. Fitzpatrick, M.D.

INTERNAL MEDICINE

Frank S. Carbone, Jr., M.D.
James H. Clifford, M.D.
David C. Dobson, M.D.
Mark J. Drapek, M.D.
B. Geoffrey Piken, M.D.



CARL A. SODERLAND, M.D.

TAKES PLEASURE IN ANNOUNCING THAT
HE HAS SELECTED

MARK J. DRAPEK, M.D.

AS HIS SUCCESSOR

IN THE PRACTICE OF INTERNAL MEDICINE

38 NORTH MAIN STREET, IPSWICH, MASS. 01938

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HS WEEKLIES 11.20.85

VPD SHEET PROTECTOR PS-5

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It's simply the smartest thing you can do."

Introducing the YourBlood Program at Bon Secours Hospital in Methuen, Massachusetts.

In today's world of ever-increasing uncertainties and baffling diseases, the time has come to look upon your **own** blood as a true personal asset. And, like any other valuable, you must now plan for how it can be protected in a quality-controlled, damage and contaminant-free environment so that you and your loved ones can be assured of a safe, secure and healthy future.

Participation in our YourBlood Program allows that to happen.

The unique central core of the YourBlood Program is our completely private, hospital-based blood depository that is linked to a system of security and safety checks that allows us to assure you that you will only get your own blood back. Within this absolutely regulated environment, your blood will be drawn, analyzed and stored in a frozen state **until you need it**. This private reserve of your own blood will be monitored 24-hours a day—every day—and protected in this fashion for up to 2½ years.

Along every step of the way, all activities are conducted and directly supervised by a trained staff of physicians, registered nurses and medical technicians.

Collecting and safely storing units of your own blood for your own use is a medical procedure whose time has come.

It is a fact that your own blood is the safest blood to receive because there is no risk of exposure to disease and it is completely compatible with your body. It is the ideal program for those individuals...

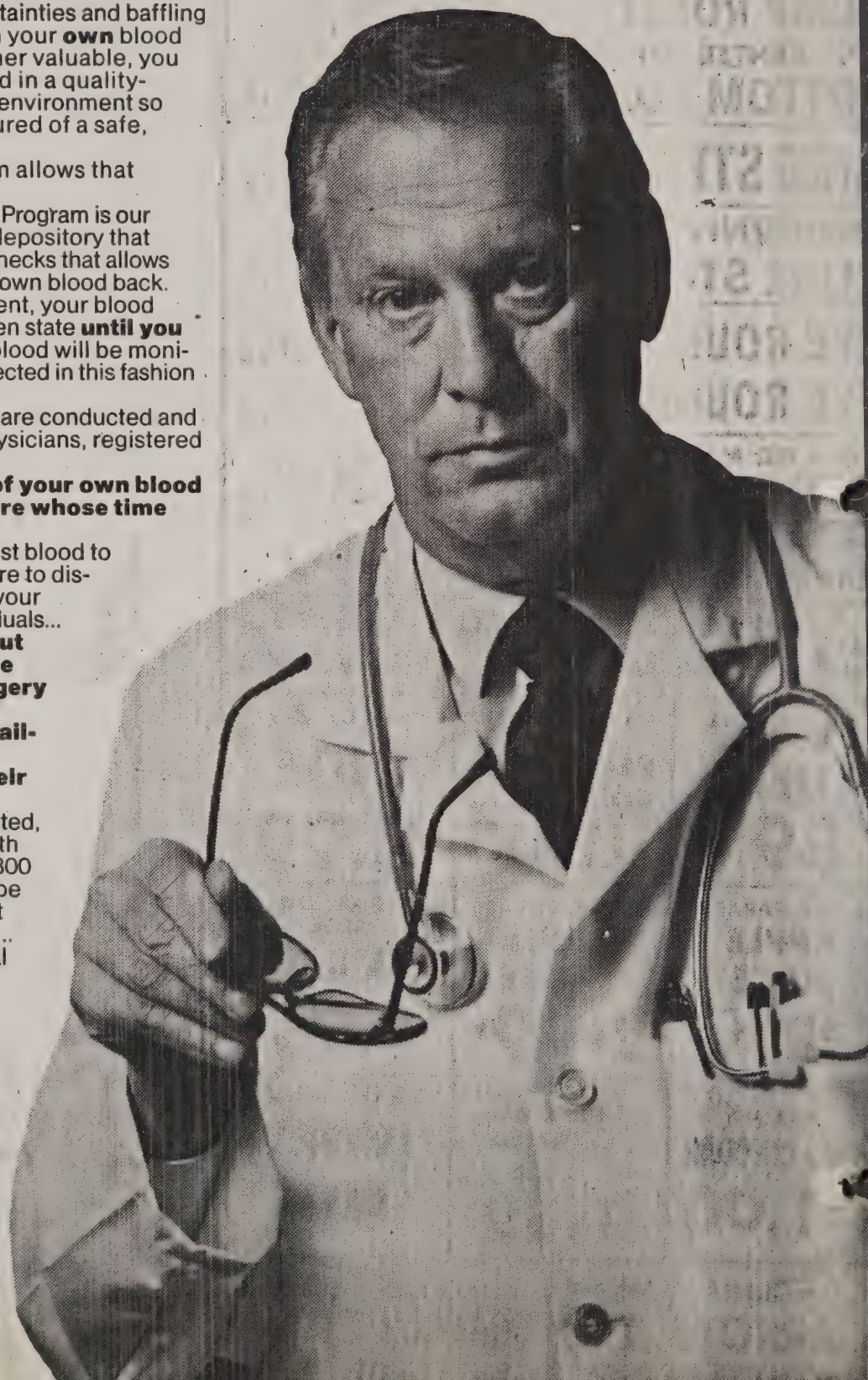
- **who are personally concerned about the maintenance of a healthy future**
- **who are scheduled for elective surgery**
- **who possess a rare blood type and want the assurance of a readily available supply**
- **who want to be transfused with their own blood for religious reasons**

The YourBlood Program is a quality-oriented, smart investment to protect your own health and welfare. By simply calling our toll-free 800 number, any question you might have will be completely answered, and an appointment will be made for you...at your convenience...to join our program at Bon Secours Hospital in Methuen, Massachusetts.

START TODAY. CALL TODAY.
1-800-367-7706

Hours: 9am to 8pm Monday through Friday.
Saturday, 10am to 6pm.

YOURBLOOD
Taking care of your future.



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COVER

Photo by Ralph Turcotte. Models are John Penza of Lynn and Josie Lemmi of Medford. Penza holds the AAU title Mr. Northeast USA; Lemmi is a class winner in the Miss USA Bodybuilding Championships. They were runners-up in the AAU Couples Bodybuilding Championships in St. Louis, Missouri.



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Rehabilitation
Hospital

Salem, Massachusetts

For the past ten years,

Our modern, 160 bed facility has
been the North Shore leader for
all aspects of
Rehabilitation,
Skilled Nursing Care and
Medical Management for
Long Term Illness.

And more recently,

Our Ambulatory Care Services
have been providing expert
out-patient therapies
as well as specialized
programs in:
PAIN MANAGEMENT,
SPORTS HEALTH CARE,
CARDIAC REHABILITATION,
PULMONARY REHABILITATION,
PEDIATRIC REHABILITATION
and ADULT MEDICAL DAY CARE.

TELEPHONE 745-9000

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*If **Alcohol** is affecting
Your Life or Someone you love . . .*

Call: 631-1200 x 119

(8 AM to 10 PM)

SUBSTANCE ABUSE SERVICES

FREE crisis evaluation

We're here for you . . .



Mary A. Alley Hospital

Widger Road, Marblehead, MA 01945

Personalized Parenthood



The Joy of Birth at Melrose-Wakefield Hospital

The birth of a baby is one of the wonders of nature.

The moments when a newborn draws its first breath and opens its eyes to the light of this world are nearly miraculous in their beauty and meaning.

Through the ages, poets, philosophers and saints have observed that babies, though they may be physically weak, have an almost irresistible power to bring joy and hope into the lives of their parents and other loved ones.

We at Melrose-Wakefield Hospital are keenly aware of how meaningful the birth of your baby is. We know how special the time of childbirth and the days immediately following childbirth are to you and your baby.

This understanding and awareness have guided us in designing our new

1524 4.25.85



Spring Shape Up **FREE**

At

Saugus Community Health Center

- Begins May 1, 1985 from 10 - 11:15 a.m.
- Runs every Monday and Wednesday for 10 weeks
- Discussions on health-related subjects
- Taught by Melrose-Wakefield Hospital nurses
- Followed by a short walk around Saugus



Shape Up, Make New Friends, Feel Great!

**THE SAUGUS
COMMUNITY
HEALTH CENTER**

CALL 233-3902
306 Central Street
in Saugus Center

“It's a special feeling to know everything's OK!”



Approximately 250,000 American women have breast cancer and don't know it. Over 90% of all early detections are curable. Today there are many more, and less dramatic, responses to detection of breast cancer than ever before. Early detection is here.

Our diagnostic center is perfect for today's woman. We understand that being a woman today has some real differences. Special custom robes, beautifully appointed rooms, convenience and privacy. Our new diagnostic center in Vinnin Square is designed for you. There is no need to wonder about your health.

Full mammographic and ultrasound facilities in our offices plus a highly trained and experienced staff of physicians create a simple and easy alternative to hospital treatment. And because North Shore Imaging and Women's Diagnostic Center is sponsored by ATLANTICARE its full medical services and resources are available if needed.

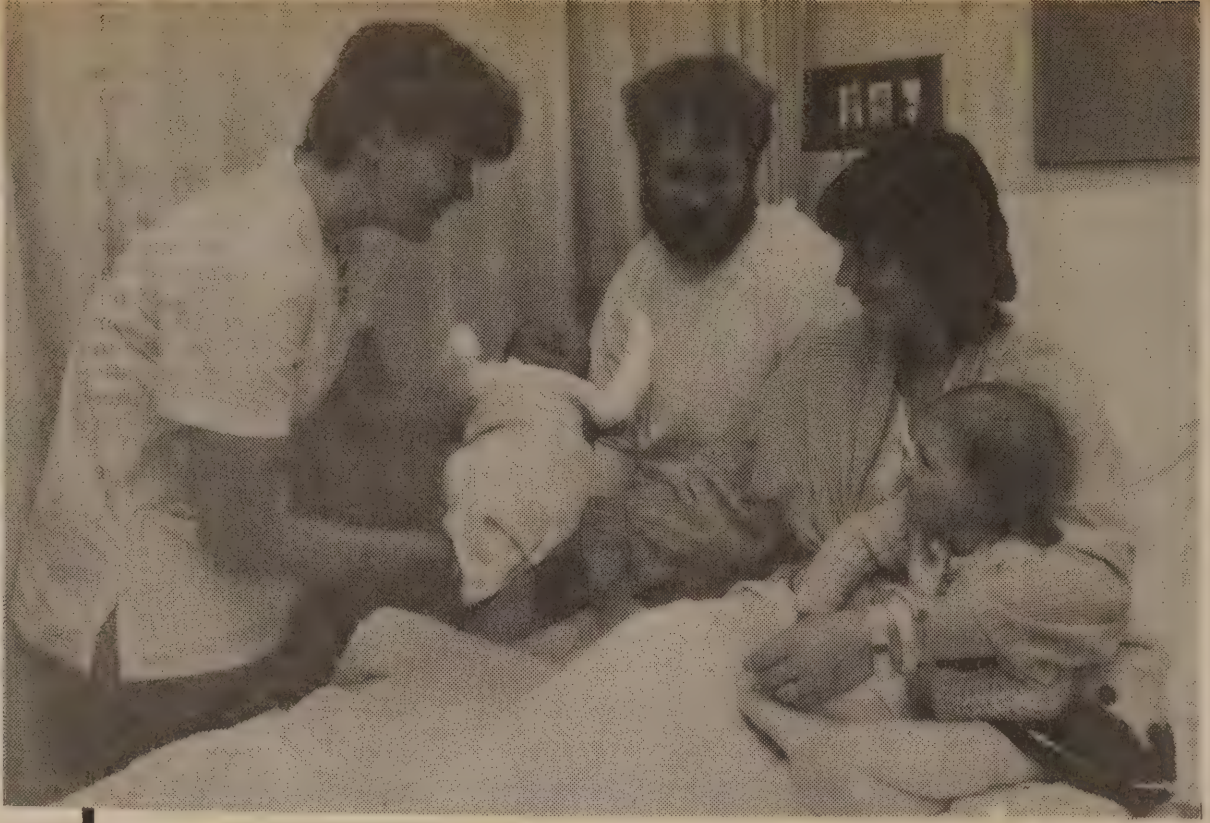
For further information call or write for our free brochure or ask your own physician.

North Shore Imaging & Women's Diagnostic Center

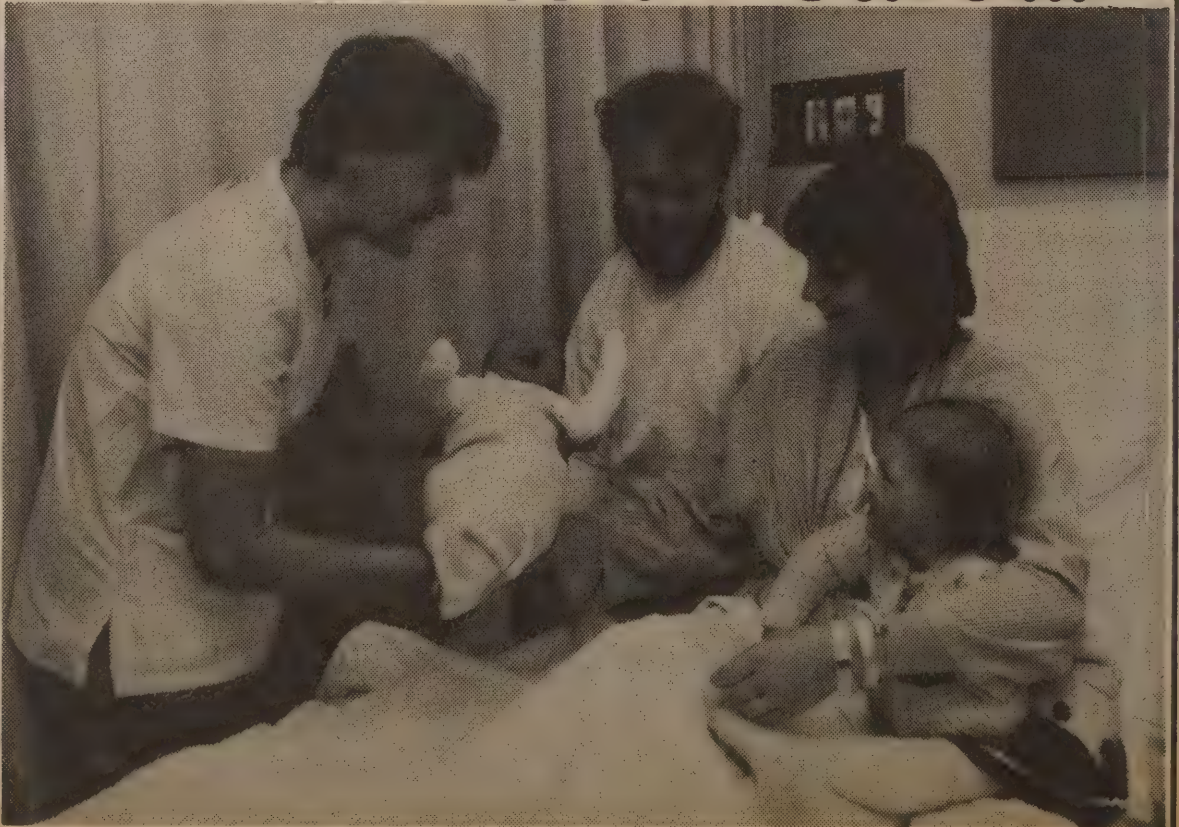
530 Loring Avenue • Suite 302 • Salem, MA 01970

741-4400

Handle With Care...



Handle With Care...



"Having my baby at Anna Jaques was a real family experience... very homelike."

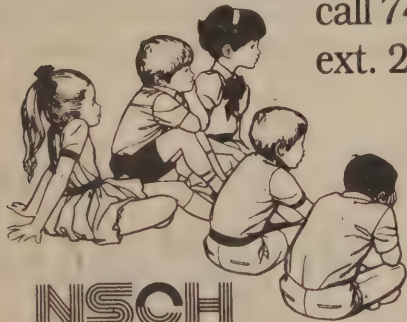
Judith Hogan, Newburyport

and plenty of Care is what you'll get

Pre-School Physicals

The best place for your child's pre-school physical is your pediatrician's office.

The next best place is North Shore Children's Hospital. For an appointment at North Shore Children's Hospital August 20 to September 22, call 745-2100, ext. 278.



NSCH
North Shore Children's Hospital
57 Highland Avenue, Salem, MA 01970 617-745-2100

SALEM

8.20.85

MULTIGROUP
HEALTH PLAN

Administrative Offices
60 Walnut Street, Wellesley, MA 02181
617-431-1070

Acton Medical Associates; Chelmsford Medical Associates; Daniel Webster Medical Associates; Dedham Medical Associates; General Medical Associates, Weston, and in Boston at New England Medical Center; Massachusetts General Hospital; North Shore Comprehensive Care, Beverly and Danvers; Southboro and Natick: South Shore Medical Center, Norwell; Williamstown Medical Center.

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MULTIGROUP HEALTH PLAN SIMPLY, THE BEST.

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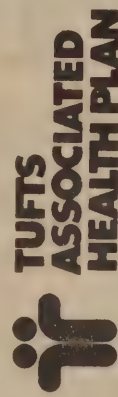
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visits, hospitalization, and maternity care. You're covered for X-rays, diagnostics, lab tests, injections, and immunizations.

And you're covered for emergency treatment, even when you're away from home. Quite simply, this is the highest quality medical care available at any price, yet at a price that's usually lower than conventional medical insurance.

To find out more about the Tufts Associated Health Plan, consult your company's personnel office. If you don't have the Tufts Associated Health Plan where you work, call us directly at 466-1000, or send us the coupon below.



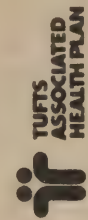
We want to see you healthy.

Please send me more information.

NAME	STATE	ZIP CODE
STREET	EMPLOYER	WORK
CITY	PHONE HOME	

Tufts Associated Health Plan, Depart. 614,
400-2 Totten Pond Road, Waltham, MA 02254

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192 Lafayette St.
Salem, MA 01970
William J. Goldman
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Salem, MA 01970
Richard J. Hannah
79 Highland Ave.
Salem, MA 01970
Lewis S. Hays
990 Paradise Rd.
Swampscott, MA 01907
Scott Kerns
116R Highland Ave.
Salem, MA 01970
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(Nephrology)
306 Essex Center Drive
Peabody, MA 01960
Arthur S. Lurie
(Occupational Medicine)
363 Lowell St.
Peabody, MA 01960
Mario Motta
(Cardiology)
225 Boston St.
Lynn, MA 01904
79 Highland Ave.
Salem, MA 01970
Gerald Perlow
(Cardiology)
225 Boston St.
Lynn, MA 01904
79 Highland Ave.
Salem, MA 01970
Eric J. Reines
376 Essex St.
Salem, MA 01970
Leonard Sonne
116R Highland Ave.
Salem, MA 01970
Mahesh Wadhwa
(Nephrology)
306 Essex Center Drive
Peabody, MA 01960
Robert Weiss
(Cardiology)
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Lynn, MA 01904
79 Highland Ave.
Salem, MA 01970
Daniel Wistran
(Cardiology)
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Lynn, MA 01904
79 Highland Ave.
Salem, MA 01970
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Swampscott, MA 01907
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72 Highland Ave.
Salem, MA 01970
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One Roosevelt Ave.
Peabody, MA 01960
225 Boston St.
Lynn, MA 01904
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Peabody, MA 01960
225 Boston St.
Lynn, MA 01904
Charles M. Loudon
70 Atlantic Ave.
Marblehead, MA 01945
Leo J. MacDonald
243 Ocean St.
Lynn, MA 01901
Ihor Makruszka
116 Highland Ave.
Salem, MA 01970
Thomas J. McLaughlin
(Pediatrics)
40 Poplar St.
Danvers, MA 01923
Thomas S. Natale, Jr.
One Roosevelt Ave.
Peabody, MA 01960
225 Boston St.
Lynn, MA 01904
Thomas H. O'Shea
1 Roosevelt Ave.
Peabody, MA 01960



Salem News (Beverly Page) 5.7.85

How's where to not today

WE KEEP KIDS HEALTHY. TOP TO BOTTOM.

Inside and out.

Taking care of the whole child, from diaper rash to diploma.

Emergencies, yes.

Accidents, yes.

Illness, yes.

But, more.

Our Center for Applied Special Technology (CAST) that improves the learning and lives of kids through the use of modern technology as a tool. And, our Medical Educational

Evaluation Center (MEEC) to make sure there's nothing to hold them back in school.

We don't treat kids like adults.

We treat kids like kids want to be treated.

Tender, yes.

But, taught about what they ought to know to grow.

We're North Shore Children's Hospital.

Working with your Pediatrician

and you.

We're all the Medical and Educational and Human Service Programs your kid will ever need.

Right where you need them.

Nearby, next door, no trip to Boston.

A whole hospital to take care of the whole kid.

A whole lot more than a hospital ever did.

For a kid.

Before.

2/11

Salem news



North Shore Children's Hospital: 745-2100

57 Highland Avenue, Salem.

Blue Cross and Blue Shield introduce cost-effective health care that won't cost you your doctor.

In order to give you lower premiums and better benefits, some health care plans ask you to give something up: the choice of your doctor.

But now there's a new health plan from Blue Cross and Blue Shield for North Shore residents.

Traditional care. Untraditional benefits.

With North Shore Health Plan,™ you choose the participating doctor you want. And you see your doctor in his or her own office.

Your coverage includes not only full hospitalization but also routine tests, check-ups and well-baby care. With no waiting periods, no

deductibles, and no claim forms.

And because North Shore Health Plan is a health maintenance organization (HMO) based on a unique approach to managing costs, you'll find it offers lower premiums.

To learn more, ask about the North Shore Health Plan at work. Or call 531-6043.

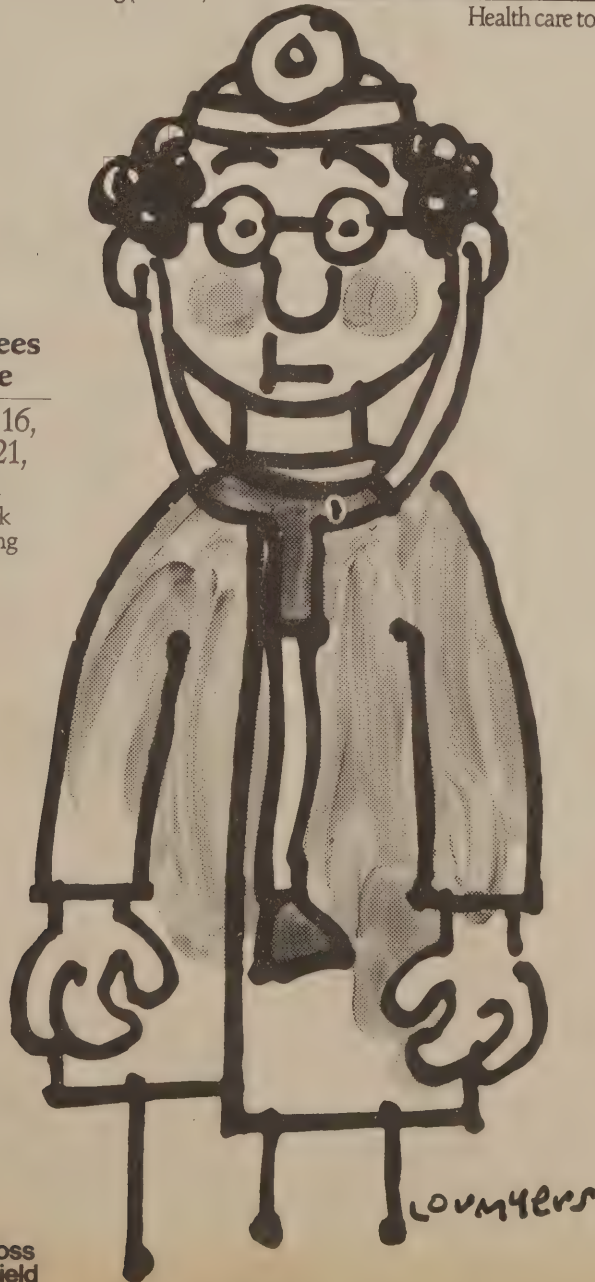


Health care to end your health cares.

State Employees Open House

Thursday May 16,
Tuesday May 21,
6:30 to 8 PM

27 Centennial Park
Essex Bank Building
Peabody



Beverly Hospital • Lynn Hospital • Melrose-Wakefield Hospital • North Shore Children's Hospital • Salem Hospital • Union Hospital

Blue Cross and Blue Shield introduce a health plan that isn't hazardous to your wealth.

To anyone who manages a company today, even a small one, the rising cost of providing quality health care might seem like an incurable problem.

But at Blue Cross and Blue Shield, we've developed a new health plan that can turn the tide: The North Shore Health Plan.[™]

It's a health maintenance organization (HMO) that uses a unique approach to managing costs. And thanks to the commitment of participating doctors and six prominent area hospitals, you'll see a significant reduction in premiums.

No compromise in care.

With the North Shore Health Plan, your employ-

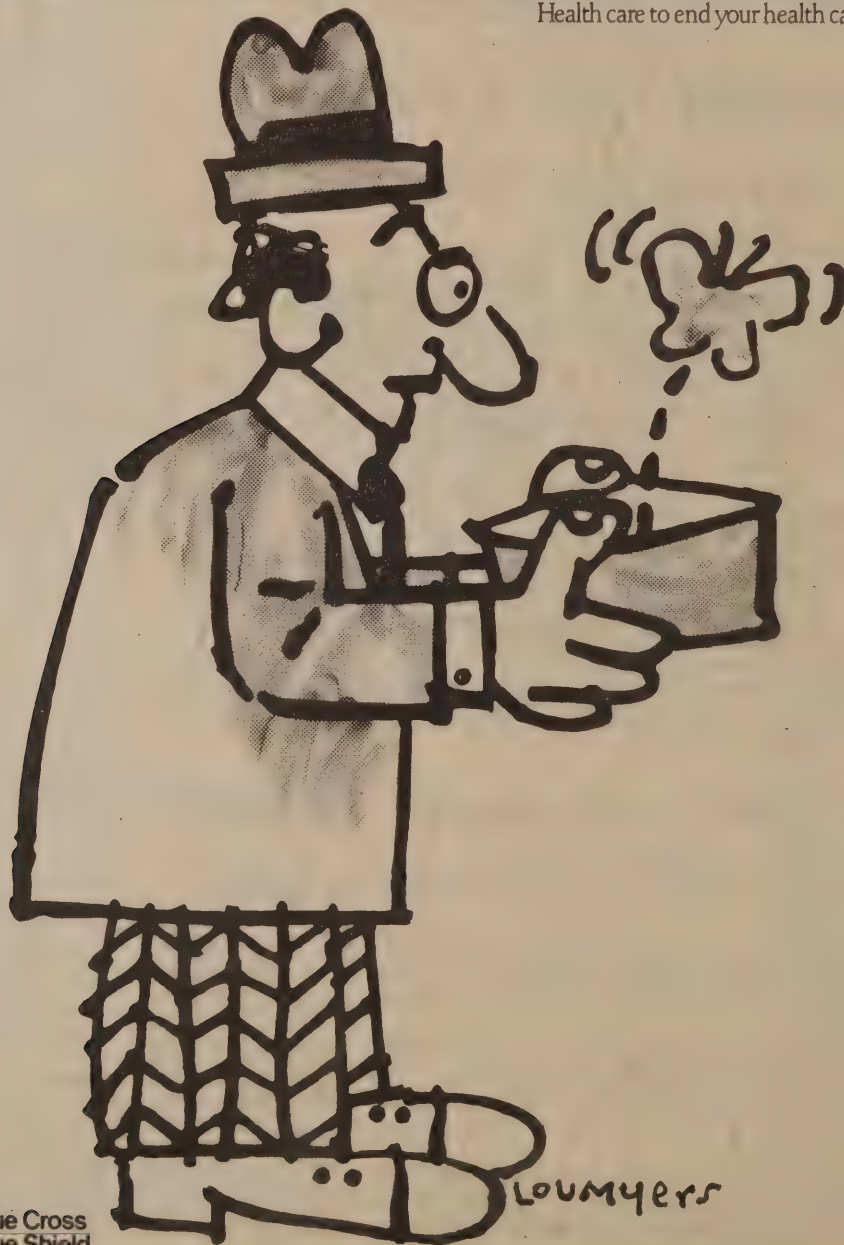
ees choose their own Plan doctor, and receive care in his or her own office. And the coverage includes not only full hospitalization but also routine tests, check-ups and well-baby care. With no waiting periods, deductibles, or claim forms. It's simple for employees to use, and for you to administer.

So if you want to be healthier and wealthier, it would be wise to call the North Shore Health Plan, 531-6043.



**NORTH SHORE
HEALTH PLAN[™]**

Health care to end your health cares.



Beverly Hospital • Lynn Hospital • Melrose-Wakefield Hospital • North Shore Children's Hospital • Salem Hospital • Union Hospital

Blue Cross and Blue Shield just performed major surgery.

Trying to cut health care costs isn't a simple operation. But at Blue Cross and Blue Shield, we have an innovative way to treat the problem.

It's called the North Shore Health Plan.[™]

Better coverage. At a much better price.

North Shore Health Plan is a health maintenance organization (HMO) built on a unique approach to managing costs and the commitment of participating physicians and six area hospitals.

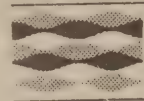
So, while premiums go down, benefits don't suffer.

Coverage includes not only full hospitaliza-

tion but also routine tests, check-ups and well-baby care. No waiting periods. No deductibles. No claim forms.

And once you choose the Plan doctor you want, you receive your care in his or her own office.

So if you live anywhere on the North Shore, or if you employ people who do, call the North Shore Health Plan, 531-6043



**NORTH SHORE
HEALTH PLAN[™]**

Health care to end your health cares.



State Employees Open House

Thursday May 16, Tuesday May 21, 6:30 to 8 PM

27 Centennial Park, Essex Bank Building, Peabody



**Blue Cross
Blue Shield
of Massachusetts**

Beverly Hospital • Lynn Hospital • Melrose-Wakefield Hospital • North Shore Children's Hospital • Salem Hospital • Union Hospital

When you are running a temperature the last thing you feel like doing is running all over town to see the doctor, have tests done and pick up prescriptions.

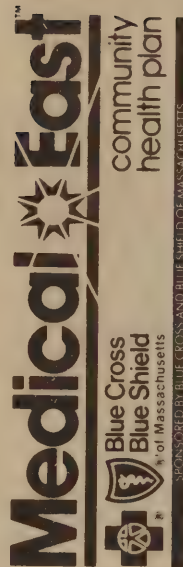
The Medical East Health

Centers located in Braintree, Peabody and Framingham are modern medical facilities, fully equipped with physicians offices and examination rooms, laboratory; x-ray, pharmacy, optometry and ophthalmology facilities and treatment rooms for minor surgery. Hospital care is arranged through our affiliated hospitals.

Virtually all of your family's health care needs are taken care of under one roof and all of your confidential medical records are stored centrally in your health center. You simply make an appointment with your personal Medical East physician at a time convenient for you (including evenings and Saturdays). Come in and we'll take care of you.

For more information call
1-800-633-4343.

Medical East...when you need
us we're there and we care.



METRO WEST • NORTH SHORE • SOUTH SHORE

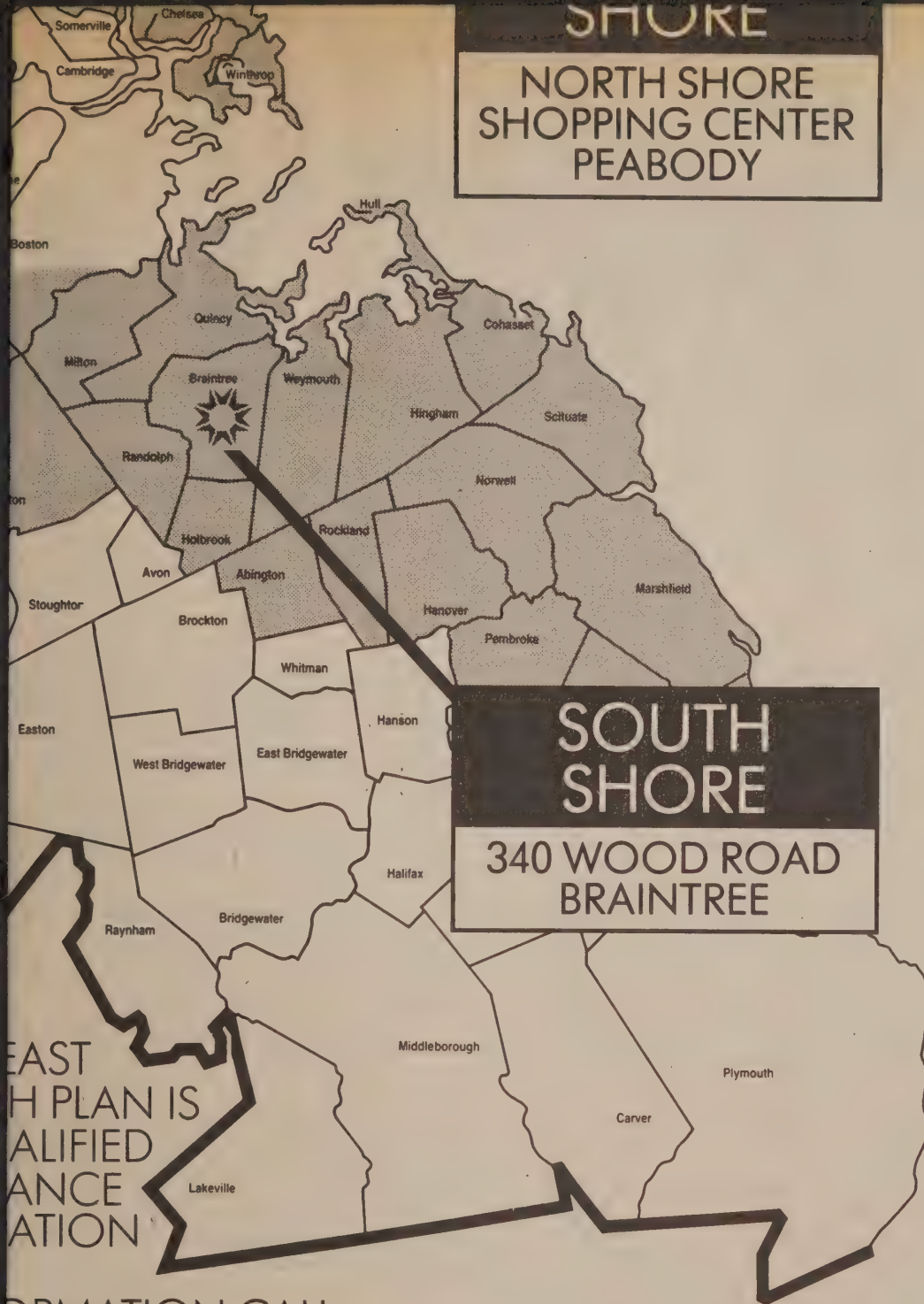
*Registration marks are the property of the Blue Cross and Blue Shield Association or Blue Cross and Blue Shield of Massachusetts, as applicable

SHORE

**NORTH SHORE
SHOPPING CENTER
PEABODY**

**SOUTH
SHORE**

**340 WOOD ROAD
BRAINTREE**



**EAST
SH PLAN IS
ALIFIED
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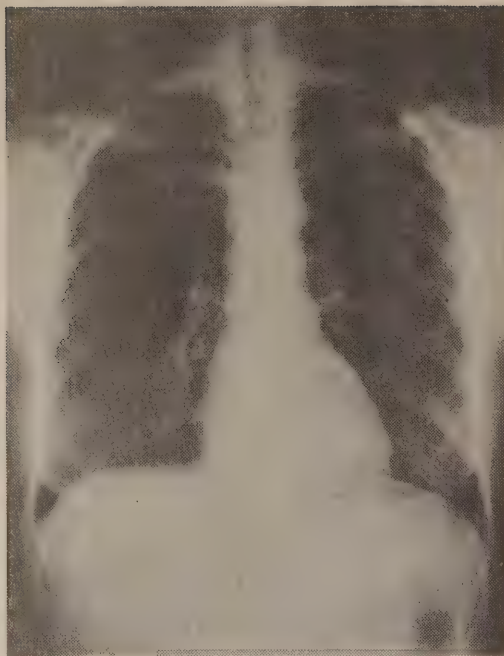
**FORMATION CALL
33-4343**

ai East™
community
health plan

BLUE SHIELD OF MASSACHUSETTS

SHORE · SOUTH SHORE

association or Blue Cross and Blue Shield of Massachusetts, as applicable



The way
people look at
you depends a
lot upon what
they're looking
for.

flesh and blood

A doctor, for example,
looks at you as flesh and
blood.

A bookkeeper, on the
other hand, sees you as a
whole slew of numbers.

And that's the choice
you have to make when
you're selecting a health
care plan.

If you want to be in one that's
run by bookkeepers, there are lots
to choose from.

But if you'd rather be with one that's run by doctors,
ask for ours.

Bay State Health Care.

We give you a choice of 2,700 well established doctors
in Massachusetts. And the freedom to use whatever hos-
pital you and your doctor feel is right for you.

Bay State Health Care plan is a simple, comprehen-
sive, easy-to-comprehend plan. Not a complex, maybe-

MEDICAL STATEMENT

POLICY NUMBER: 00926772-4375
 MEMBER NAME: DOE, MARY
 CLAIM NUMBER: 0046732994-736742

SUBSCRIBER NAME: DOE, MARY

DATE	TYPE OF SERVICE	LOCATION	TIME	AMOUNT	PAID	BALANCE
02/28/85	COMPREHENSIVE EXAM	OFFICE	01	70.00	00	
02/28/85	CHEST X-RAY	OFFICE	01	50.00	00	
02/28/85	ENG	OFFICE	01	35.00	00	
02/28/85	PAP SMEAR	OFFICE	01	15.00	00	
02/28/85	URINALYSIS	OFFICE	01	8.00	0	
02/28/85	BLOOD SUGAR	OFFICE	01	9.00	0	
02/28/85	CHEM PROFILE	OFFICE	01	25.00	00	
02/28/85	CBC	OFFICE	01	15.50	00	
				TOTALS	225.50	00

PATIENT BALANCE CONSISTS OF
 DEDUCTIBLE CO-PAY PRELIMINARS
 AND OTHER PATIENT LIABILITIES

numbers

What does your health care plan see in you?

Bay
6 year
grow
B

growth is the fact that a gr
are themselves doctors.

Because doctors not only
also in a very good position

If you'd like to know more
Care ask your employer. C
Cambridge MA. 02142, or



Bay State Health Care

The Doctor's Plan

will work for you. Then again, maybe it won't.

So if you're serious about quitting, once and for all, you should seriously consider The Doctor's Plan to Quit Smoking.

Unlike almost all other stop-smoking programs, ours is medically supervised and medically

oriented. Meaning we've taken the time to properly diagnose the problem, and developed effective ways to treat it. Just like we do with all medical problems.

What we've found to be the most effective means are classes and exercises that actually teach

programs, ours has free monthly follow-up sessions for as long as you'd like. Just in case.

And the price for the seven weeks? \$100. About the cost of a couple sessions with an acupuncturist.

Our next program starts on Wednesday, June 12, 1985. But

don't wait until then to sign up. Classroom space is limited. Call 927-4110.

Sponsored by The Medical Group, Inc. and Bay State Health Care. Supervised by Roy L. Ruff, M.D. Conducted by Marcy Tannenbaum at The Medical Building, Herrick Street, Beverly.



Bay State Health Care

The Doctor's Plan to Quit Smoking

If you take the

**pins out,
do you start
smoking again?**

Quality Creates Confidence

The word is out. Hunt Memorial Hospital's new walk-in Medi-Center offers quality health care you can trust. And your confidence in our outpatient services has attracted Bay State Health Care, the fastest growing IPA health maintenance organization in New England.

Starting today, if you are a Bay State subscriber, emergency services rendered at the Medi-Center will cost you only \$3 a visit. And if your condition requires follow-up or additional care, Medi-Center staff will help you coordinate that with your Bay State primary care physician.



**Bay State
Health Care**

The Doctor's Plan

THE • HUNT • MEMORIAL • WALK-IN

MEDI CENTER

**Praise for Hunt Hospital's
new Walk-in Medi-Center**
Danvers Herald

To the Editor
I would like to say a few lines of your reliable paper for the fine features of the new Hunt Memorial Walk-in Medi-Center at Liberty Tree Mall.

I was very much impressed by the appointment to make an appointment in advance. The total and the pleasant manner of the staff and doctors gave me a nice feeling of being long.

The large convenient parking lot close to the entrance, the short walk to the waiting room with its lack of uncomfortable chairs, gave me a most welcome feeling.

The short wait and the pleasant manner of the secretary handling the necessary information for taking care of the Medicare forms for reimbursement enhanced the whole atmosphere.

Dr. Robert Kline with his pleasant manner and impressive background gave me a feeling of confidence in his diagnosis of my minor problem.

In closing, I would enthusiastically recommend to my wife, friends, neighbors, and anyone else for any purpose.

Glad it's there
Salem News

To the Editor
Since my own doctor was out of town, I decided to go to the new Hunt Medical walk-in clinic in Danvers.

The overall atmosphere is pleasant and efficient. There was no waiting. I saw a doctor immediately.

If you have any reluctance about going to the new clinic, maybe I could persuade you to try it, as I did, and be as pleasantly and efficiently served as I was.

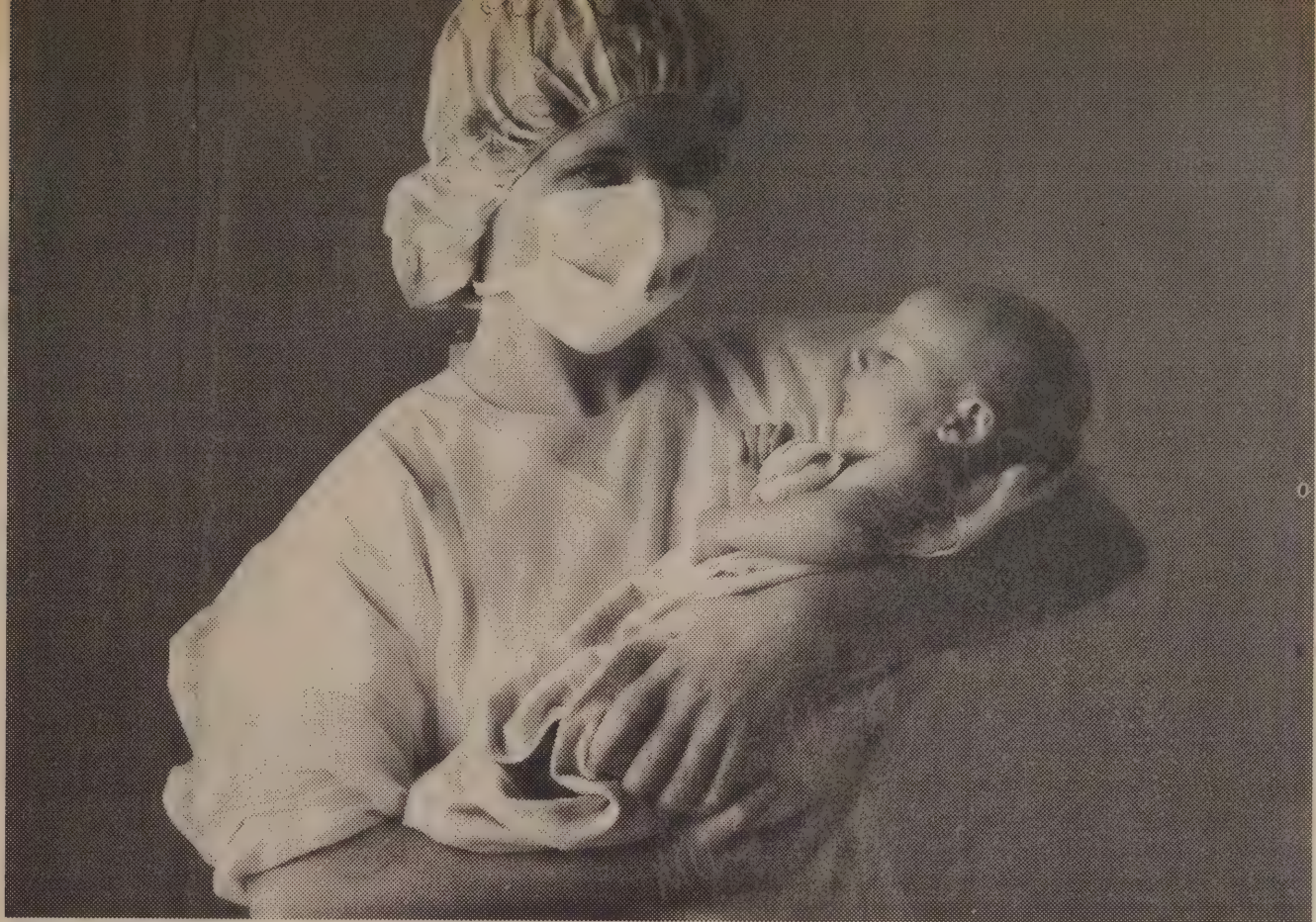
I, for one, am glad it is there!

MRS. DORIS BUTCHINS
Peabody

The Medi-Center is located conveniently next to the Sack Cinema at Liberty Tree Mall, Danvers. Open 8:00 a.m. to 8:00 p.m. Monday through Saturday and noon to 6:00 p.m. on Sunday. Patients are accepted on a walk-in basis. For more information about services and capabilities, call 774-6006.

Bay State Health Care has more than 115,000 members and 2,700 associated private physicians, specialists and dentists. If you're interested in becoming a

Bay State member, ask about it at work. Or call 868-7000.



We deliver.


There's nothing in the world you're more careful about than having a baby. Suddenly, you're totally responsible for another life. And you want that life to begin with everything possible going for it. In a hospital with a specialized maternity floor, dedicated specifically to delivering babies and caring for them and their mothers.

Beverly Hospital and the local obstetricians affiliated here deliver many hundreds of babies every year. We're the team that watches over mother and child from the first month to the last. A local team, with a stake in the community and a commitment to the people who live here...most especially to those who begin life here.

Bay State Health Care supports your local team with complete coverage of maternity care, as well as the services of private obstetricians and other specialists.

Bay State is the fastest growing IPA health maintenance organization in New England, with more than 130,000 members and 3,000 associated physicians, specialists and dentists in private practice.

For more information about maternity services, call Beverly Hospital at 922-3000. If you're interested in becoming a Bay State member, ask about it at work. Or call 868-7000.

 **Bay State
Health Care**
The Doctor's Plan



Beverly Hospital

Beverly, Massachusetts 01915

Obstetrics

Dolores M. Emspak, M.D. Henry J. Ramini, M.D.
Robert McLellan, M.D. Almena Palumbo Smith, M.D.
Arpana M. Shah, M.D. Catherine Vanderloos, M.D.

Stephen D. Wolanske, M.D.

Family Practice

Steven A. Barrett, M.D. Hugh M. Taylor, M.D.
Gregory A. Bazylewicz, M.D. Andrew A. White, M.D.
Michael A. Edwards, M.D.

MANCHESTER CRICKET

11.15.85

Here today. Here tomorrow.

When you hang out your shingle as a private doctor, you put it on the line. Because when you're in private practice, there's no employer to lean on. No clinic or health care center where you can keep a low profile. You can't just go out and get another job when the going gets rough.

You answer directly to your patients. And you promise the community that you're here to stay.

You have high visibility. And high stakes.

You'd better be a good doctor. You'd better have a good reputation. You'd better be there when your patients need you... 24 hours a day, 7 days a week. You'd better see that they get the right treatment, at the right time, in the right place. And the right

referrals when specialists or second opinions are called for.

Why do you put yourself on the line? It's not just because you want to be your own boss. And it's not just because you want to earn a good living. It's also because you have a duty to take care of people the best way you know how. And you really believe you can do more for your patients in private practice. Take more time to practice preventive medicine. Get to know your patients better as people as well as patients. And be the one who's there, not just when the news is good, but when the chips are down, too.

And because the best feeling in the world is when somebody says, "That's my doctor."

Joel Berman, M.D.
Obstetrics-Gynecology
Charles Blander, M.D.
Obstetrics-Gynecology
Dean Blass, M.D.
Obstetrics-Gynecology
David Crowley, M.D.
Neurology
Richard Cuneo, M.D.
Pediatrics
David Denuene, M.D.
Psychiatry

Alan Diamond, M.D.
General Surgery
John Gandolfo, M.D.
Gastroenterology
Howard Goldberg, M.D.
Dermatology
Paul Goldstein, M.D.
Obstetrics-Gynecology
John Greenler, M.D.
Orthopedics
David Greenseid, M.D.
Ophthalmology

Masahisa Hijikata, M.D.
Urology
Stephen Kanarek, M.D.
Pediatrics
Selwyn Kanosky, M.D.
Internal Medicine-Cardiology
Sanford Levy, M.D.
Neurology
Richard Lipman, M.D.
Pediatrics
Stuart Merle, D.M.D.
Pediatric Dentistry

Mario Motta, M.D.
Internal Medicine-Cardiology
Albert Namias, M.D.
Gastroenterology
Thomas Natale, M.D.
Pediatrics
Robert Pennell, M.D.
Orthopedics
Donald Perlman, M.D.
General and Vascular Surgery
Gerald Perlow, M.D.
Internal Medicine-Cardiology

Steven Rubin, M.D.
Gastroenterology
Bruce Schneider, M.D.
Obstetrics-Gynecology
Robert Sloane, M.D.
General and Vascular Surgery
Mark Wilner, D.D.S.
Oral Surgery
Daniel Wisran, M.D.
Internal Medicine-Cardiology
Harvey Zaren, M.D.
Internal Medicine-Cardiology

Lynn Hospital Medical Building

225 Boston Street
Lynn, MA 01904

Bay State Health Care The Doctor's Plan

©1985 Bay State Health Care, Inc.

ways to choose a doctor.

You could rifle through the yellow pages and hope that the one you pick is qualified to treat you.

Or you could take the advice of a friend who may not be in the best position to evaluate doctors.

Then again, maybe the smartest thing you could do is select a doctor who's been selected by other doctors.

In other words, one of the doctors with Bay State Health Care.

At Bay State Health Care, we give you a choice of nearly 3,000 well-established doctors in Massachusetts. Each of whose credentials and quali-

Lynn Hospital Medical Building

225 Boston Street
Lynn, MA 01904

LYNN HEN 8.9.85

Need the name of a good doctor?

Main Street, Cambridge, MA 02142, or call (617) 868-7000.

And if you'd like to know the name of a good doctor you need only look above.

They're Bay State Health Care doctors. So you know what they went through to get there.

Bay State Health Care The Doctor's Plan

©1985 By Bay State Health Care, Inc.

Cardiology

STEVEN RUBIN, M.D.
Gastroenterology

BRUCE SCHNEIDER, M.D.
Obstetrics-Gynecology

ROBERT SLOANE, M.D.
General and Vascular Surgery

MARK WILNER, D.D.S.
Oral Surgery

DANIEL WISTRAN, M.D.
Internal Medicine-Cardiology

HARVEY ZARREN, M.D.
Internal Medicine-Cardiology

Internal Medicine-Cardiology

SANFORD LEVY, M.D.
Neurology

RICHARD LIPMAN, M.D.
Pediatrics

STUART MERLE, D.M.D.
Pediatric Dentistry

MARIO MOTTA, M.D.
Internal Medicine-Cardiology

ALBERT NAMIAS, M.D.
Gastroenterology

THOMAS NATALE, M.D.
Pediatrics

Neurology

RICHARD CUNEO, M.D.
Pediatrics

DAVID DENUENE, M.D.
Psychiatry

ALAN DIAMOND, M.D.
General Surgery

JOHN GANDOLFO, M.D.
Gastroenterology

HOWARD GOLDBERG, M.D.
Dermatology

PAUL GOLDSTEIN, M.D.
Obstetrics-Gynecology

JOHN GREENGLER, M.D.
Orthopedics

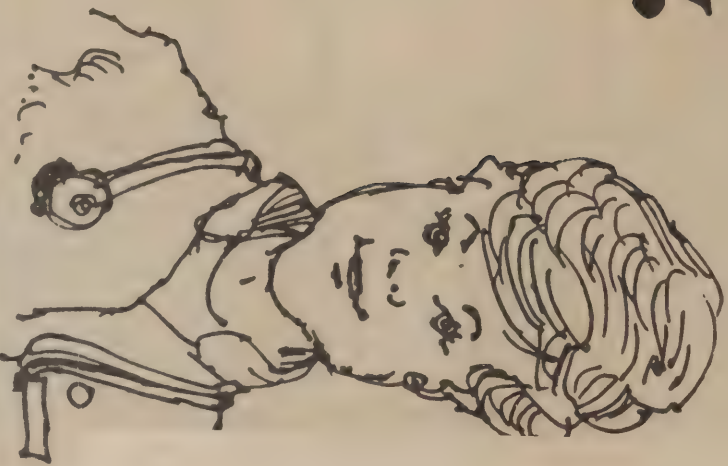
Health Care

reviewed by Bay State Health Care.

Which may be why over 120,000 people have joined Bay State Health Care in the last 6 years. Making ours the fastest growing HMO in New England.

If you'd like to know more about Bay State Health Care, ask your employer. Or write us at 101

ke your
y
nally.



We take your
surgery
personally.



Times 12.11.85

(617) 531-2900

ting?

How long should your Emergency wait? At J. B. Thomas Hospital, most patients are seen within 15 minutes - Many within 5 minutes - by a full time Emergency doctor. We understand that in an emergency, seconds count for treatment...or just your peace of mind.

**J. B. Thomas Hospital
Emergency Department**

24 hours a day - 7 days a week.
We understand.



**J. B. Thomas
Hospital**

15 King Street
Peabody, Massachusetts 01960
(617) 531-2900

4.24.88

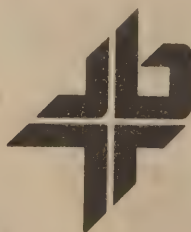
... Imagine ... **A Hospital Behind You At Home**

J. B. Thomas Hospital's Home Health Care Program offers you the comfort of full home care services, managed, staffed, and backed by experienced hospital personnel.

Services offered include:

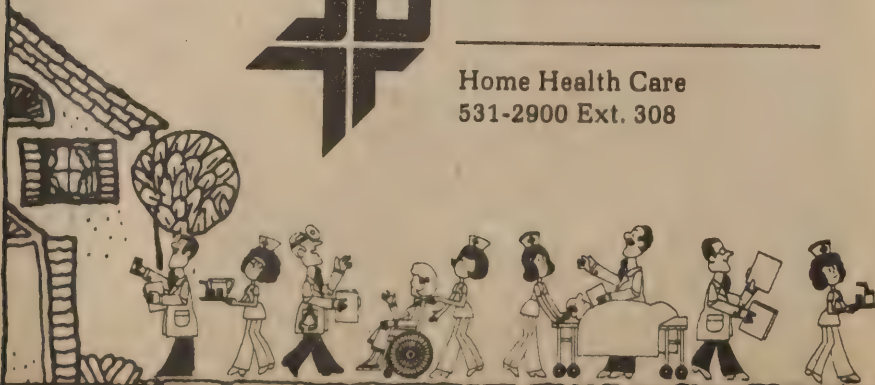
- ☐ Skilled Medical/Surgical Visiting Nursing Care
- ☐ Therapeutic Services
- ☐ Laboratory Services
- ☐ Home Health Aides
- ☐ Homemaker Assistance
- ☐ Personal Medical Care Teaching
- ☐ Nutritional Counseling
- ☐ Maternal/Child Care Services
- ☐ Medical Supplies and Equipment
- ☐ Information and Referral
- ☐ All insurers including Blue Cross/Blue Shield, Medicare and Medicaid

and Should You Need Us . . . The J. B. Thomas Hospital



J. B. Thomas Hospital

Home Health Care
531-2900 Ext. 308



who specialize in taking care of kids. They need their own special hospital, dedicated to their needs. Not just their medical needs, but their emotional, social and educational needs, too.

North Shore Children's Hospital and the pediatricians who are affiliated here specialize in taking good care of kids...infants and toddlers, grade-schoolers and teenagers. The private pediatrician you choose gives your child ongoing care...closely monitoring your child's development, building trust and a long-term relationship.

general and specialized medical care and a staff of consulting and resident pediatric specialists, pediatric nurses and child development experts.

Together we're a team North Shore families count on. We're here for every sick or injured child who needs comforting and understanding as much as he needs medical attention. We're here because kids need a special kind of medical care geared to their young minds and bodies. And because they need to be cared for by people who care especially about kids.

**Before you choose a health care plan, be sure it includes
North Shore Children's Hospital and your own pediatrician.**

they are.

And not just short grownups.

The pediatricians of
the North Shore and



**North Shore
Children's Hospital**

57 Highland Avenue, Salem, MA 01970
617-745-2100

OPEN BEFORE CHRISTMAS:

Our gift to you.

Babysitting by Experts.

Children 4 to 8 years old.

Saturdays, December 7th and 14th.

From 10 AM until 2 PM. Free.

With kid games and activities
(including Aerobics with a
special instructor for kids)
and medical back-up.

Space is limited.

Reservations: 741-1600

NSCH

North Shore
Children's
Hospital

57 Highland Avenue, Salem.



Now you can shop
without being up
to your ears in the
little dears.

Sarah Maw 12.3.85

What Medicare won't cover, "Senior Plan" will.



For just \$23 a month.

With today's soaring health care costs, most seniors need more protection than Medicare — but they *don't* need the expense of another high-priced insurance policy.

That's why Medical East, in cooperation with Medicare and Blue Cross and Blue Shield of Massachusetts, is introducing the Senior Plan. For just \$23 a month, the Medical East Senior Plan fills the "financial gaps" left by Medicare. That means you'll never need another insurance plan to supplement your Medicare benefits and you'll never need to pay those deductibles and co-insurance fees that Medicare doesn't cover.

It also means:

- Visits to your personal Medical East physician at no charge.
- Prescriptions filled for just \$2 each at our pharmacy.
- No claim forms to fill out.
- Worldwide emergency care.

If you are enrolled in Medicare (Parts A&B), or you're about to enroll, call us at 532-6566 for more information on this remarkable plan. Or, register to attend one of our Open House sessions at our modern facility in Peabody at the North Shore Shopping Center by calling, or completing the coupon below.

I WANT TO KNOW MORE. Please reserve a space for me at the special Medical East Senior Plan Open House indicated. (PLEASE CIRCLE TIME.)

Dates:

☐ Tues., July 17, 11 a.m. or 3 p.m.

☐ Mon., July 29, 11 a.m.

☐ Weds., Aug. 14, 10 a.m. or 3 p.m.

☐ Weds., July 24, 11 a.m. or 3 p.m.

☐ Weds., Aug. 7, 11 a.m. or 3 p.m.

☐ Weds., Aug. 21, 11 a.m. or 3 p.m.

☐ Weds., Aug. 28, 11 a.m. or 3 p.m.

Name _____

Address _____

City, State, Zip _____

Telephone _____

Mail to: Medical East Senior Plan, North Shore Shopping Center, Peabody, MA 01960

Medical East



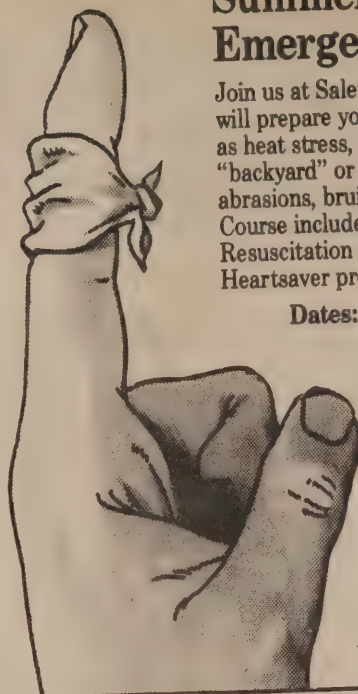
community
health plan

Framingham • Peabody • Braintree

Come help us celebrate the newest ways to welcome new arrivals

Salem Hospital proudly unveils our newly remodeled Birthing Suite where *Dream Babies* are born. Come and visit us during our Open House.

Tuesday, June 25, 1985
7:00—9:00 pm
Salem Hospital
Macomber Building 7th Floor



Summertime Emergency First Aid

Join us at Salem Hospital for an 8-hour course that will prepare you for environmental emergencies such as heat stress, insect bites and lightning; as well as "backyard" or "barbecue" emergencies including abrasions, bruises, burns, choking and pool accidents. Course includes certification in CardioPulmonary Resuscitation through the American Heart Association Heartsaver program.

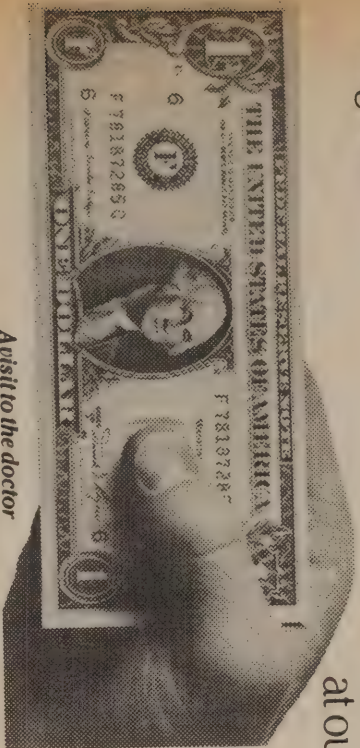
Dates: July 15, 16, 18 ☐ Time: 7 p.m. to 9:30 p.m. on Monday and Tuesday and 7 p.m. to 10 p.m. on Thursday ☐ Place: Salem Hospital Macomber 4 auditorium ☐ Instructor: Mary F. Gosselin, R.N., COHN, REMTA ☐ Fee: \$25.00 includes certification and student materials, to register call 741-1243



**Salem
Hospital**

81 Highland Avenue, Salem MA 741-1200

Harvard Plan. If you're eligible for Medicare, you're eligible for SeniorCare. And if you join SeniorCare, you automatically become a member of the most experienced Health Maintenance Organization in New England.



A visit to the doctor costs only a dollar.

The best care.

Ordinary health insurance plans take care of you only when you're sick. But SeniorCare pays for and provides all your medical care, including routine and preventive care.



"I really got the best care."

month's supply of prescriptions at our pharmacy.

There are no deductions and no Medicare assignment problems with SeniorCare. You are even covered for eye examinations and for a free pair of eyeglasses every two years.

No more footwork.

No more paperwork.

Our modern health centers are conveniently located.



Harvard Community Health Plan

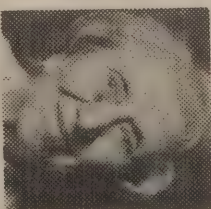
The best care. The best coverage.

Boston/Downtown • Braintree • Cambridge • Kenmore Square • Medford • Peabody • Wellesley

any questions you may have. Ask for a free SeniorCare brochure, or use this convenient coupon.

SeniorCare

*"I have my own personal doctor.
A Harvard Plan doctor."*



Please tell me more about SeniorCare.

Name _____

Street _____

City _____ State _____ Zip _____

Telephone _____

Mail to: SeniorCare
Harvard Community Health Plan
One Fenway Plaza
Boston, MA 02215

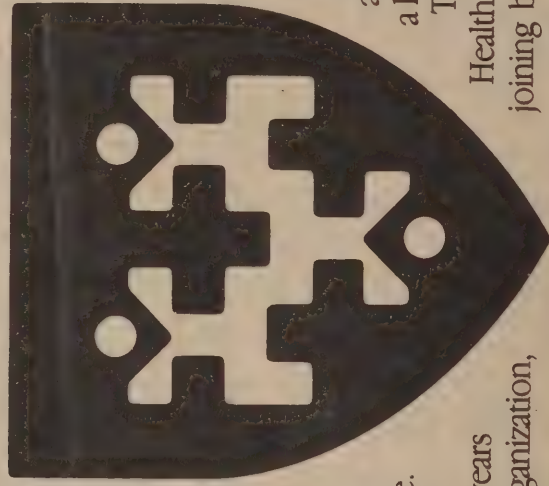
WEDNESDAY

Peabody Center Open House

Here's a chance to put your finger on our pulse. To see how we provide complete medical services under one roof. With physical exams and other routine care at just \$1 per visit beyond the monthly premium.

You can also examine our full hospital and maternity coverage. And emergency care that is covered worldwide. Without costly deductibles or co-payments.

We're Harvard Community Health Plan. With over 15 years of experience as the area's leading health maintenance organization,



Peabody Center Open House
Wednesday, May 15, 7 p.m.

we're a healthy alternative to your present form of care and coverage. Whether you work for the government, a large firm, a small company or are self-employed.

To make your own diagnosis of Harvard Community Health Plan, drop by our Open House. You can find out about joining by asking your employer, or calling us at 421-8819.

Harvard Community Health Plan

The best care. The best coverage.

Peabody Center at 2 Essex Center Drive, (Next to Northshore Shopping Center)

MAKE YOUR OWN DIAGNOSTIC FILMS

We deliver.



In a recent telephone survey conducted by an independent research firm, we asked a random sample of women in the greater Newburyport area about their recent childbirth experiences. The results were just what we wanted to hear.

93% of the women who chose to experience childbirth at the Anna Jaques Hospital in Newburyport rated their overall experience as excellent. Why? They cited the facilities—a comfortable, home-like atmosphere with lots of privacy. They mentioned our newly renovated birthing areas. And they cited the medical and nursing staffs—experienced, qualified and caring.

What they didn't mention was the close relationship we have with Boston teaching hospitals, a plus if complications arise during childbirth. That the number of Caesarean births we perform in a year is one of the state's lowest. Or that we're so accessible—right off I-95.

Yes, I want more information about Family-Centered Childbirth Services at Anna Jaques Hospital. Tell me more about how you deliver!

Name _____

Address _____

Anna Jaques Hospital
of Newburyport
Reaching out to serve you.

City _____

State _____

Zip _____

Telephone _____

25 Highland Avenue
Newburyport, MA 01950
(617) 462-6600

Send in this coupon or call us today. (617) 462-6600, extension MOM. At Anna Jaques Hospital, we promise we'll try our best to make your childbirth experience everything you ever thought it would be. And, we're proud to say we deliver!

MS 63224123 4.24.85

IF ALCOHOL IS AFFECTING
YOUR LIFE OR A LOVED ONE...

CALL: **631-1200** X119
(8 a.m. to 10 p.m.)

SUBSTANCE ABUSE SERVICES
FREE Crisis Evaluation

We're
Here
For
You...

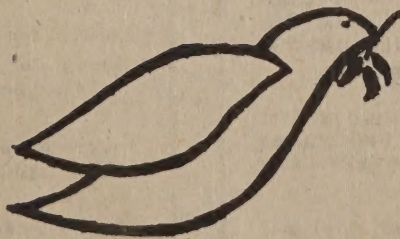


MARY A. ALLEY HOSPITAL

Widger Road
Marblehead, MA 01945

Please...
Have a Healthy
and Happy Summer!

However, if you should ever need us, we are
always here to provide rehabilitation therapies
for stroke, orthopedic, pulmonary, cardiac or
other conditions, as well as medical management
for long term illness and Skilled Nursing Care.



**Shaughnessy
Rehabilitation
Hospital**

Salem, Massachusetts

The leading rehabilitation and long term
facility on the northshore - *conveniently
located close to home.*

745-9000

